

J S BRIGGS

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLV.

NEW YORK, NOVEMBER 11, 1903.

No. 7.

The Star League On
Paid Circulation Saturday,
October
31,
1903

107,584

AND NEVER USES A PREMIUM.

INDIANAPOLIS,
65,526

MUNCIE,
25,723

TERRE HAUTE,
16,335

This is over 40,000 more than the claimed circulation of any paper or combination of papers published under one management in the State.

It's quality and quantity of news, independence in politics and price—1 cent daily, 1 cent Sunday—that does it.

THE STAR LEAGUE

Has more telegraph news, more local news, more State news than any paper in the State.

THE BEST PART OF INDIANA

Is covered by THE STAR LEAGUE. The State cannot be covered without it.

General Offices:
Cor. Market St. and Monument
Place,
Indianapolis, Ind.

THE CHAS. T. LOGAN
SPECIAL AGENCY,
Representatives for Advertising,
Tribune Bldg., New York.

The Best School

ELEVENTH WEEK.

ANY ONE sending the amount of **THREE DOLLARS CASH** between now and December 31, 1903, may receive **PRINTERS' INK** for the term of one year, or extend his present subscription for the same length of time. This special offer is good only during the time specified and **No Longer**. It is made for the special purpose to enlist as new subscribers young men and women who are contemplating to study the art of advertising and the writing of advertisements. **PRINTERS' INK** is a weekly journal for advertisers, and the best of them all. A weekly issue constitutes a weekly lesson which can be studied and digested at **Home** without the slightest interference with present occupation. A year's reading of **PRINTERS' INK** gives any one with the ability of becoming an advertising man more practical, common-sense instruction than any so-called course by mail for which a much higher tuition fee is charged.

The reading and careful study of **PRINTERS' INK** has not only been a stepping-stone, but the very making of many young men who now occupy well-paid and responsible positions in the advertising and publishing business.

There is no other advertising journal that treats publicity in the same comprehensive and practical way. There is no other advertising journal which spends so much money, time and effort to obtain and gather from practical business life the facts and experiences, the successes and failures of those who are daily engaged in advertising. No young business man can read **PRINTERS' INK** and not become an abler business man for doing so. It's a journal of highest excellence and it should be read and studied in every modern business office in the United States. Sample copies ten cents.

ARE YOU OPEN TO CONVICTION ?

For further information, if desired, address

Managing Editor Printers' Ink,

10 Spruce St., New York.

Special Offer

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLV.

NEW YORK, NOVEMBER 11, 1903.

No. 7.

THE BOWERY SAVINGS BANK.

New York State has the safest savings banks in the world. Some explain their functions by referring to them as charitable institutions. Others soften this statement with the word "eleemosynary," which is pure Greek for "alms." It is a sounding word, "eleemosynary." The true spirit and purpose of the State's savings banks is best expressed in the word "altruistic," which is defined as "being regardless of the interests and good of others." Under the State laws savings banks are money-making enterprises, and commonly directed by men of high business ability. But the money is made for the depositors. There are no stockholders, and officers receive nominal salaries. Profits are paid out in the shape of dividends to depositors, and these are equivalent to interest at from three to four per cent.

Every possible safeguard is thrown around New York savings banks. Neither trustees nor officers can borrow from them, and all their investments are ruled by statute. They are not permitted to invest in securities other than United States bonds, the bonds of certain States and cities, first mortgages on real estate in New York State, bonds of certain specified railroads. Only a certain percentage of the funds can be invested in any one direction. These restrictions are imposed by few other States, and in no other are savings banks carried on so wholly for the benefit of depositors by public-spirited men who act as officers and trustees.

The Bowery Savings Bank, of New York City, is the largest savings institution in the world. Seventy years old, it has more than 140,000 depositors, with present

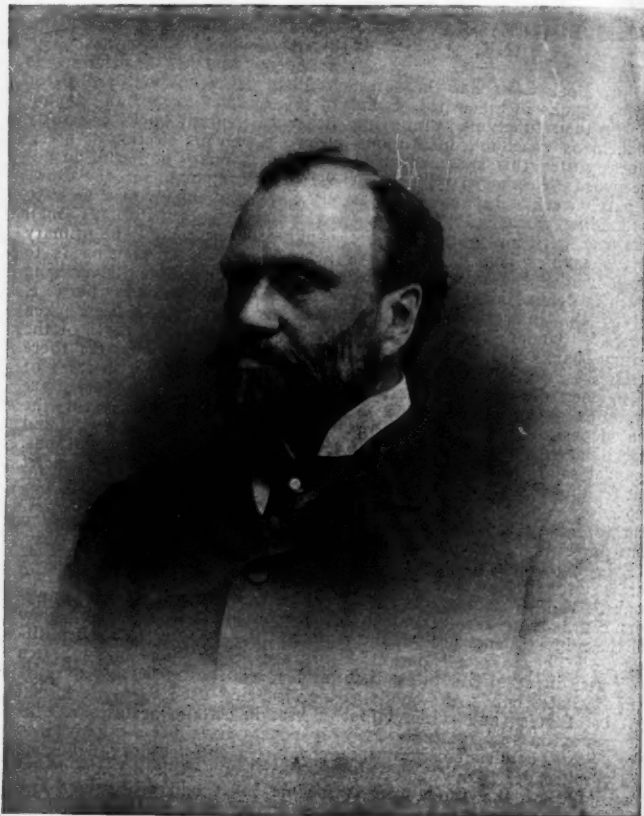
deposits of about \$83,000,000 and assets of nearly \$93,000,000. The president of this institution is William H. S. Wood, proprietor of the *Medical Record* and a publisher of medical books for forty years. Upon his election as president last January he began an advertising campaign for the Bowery Savings Bank, with a view to extending the institution's mail banking department. The primary purpose of this advertising is to get deposits, but the advertising also has an altruistic purpose. Banking by mail has been taken up by banks in many parts of the country. In some quarters there is a disposition to bid on rates of interest, while all the banks are corporate, operating without the safeguards that are thrown around New York savings institutions. President Wood does not assert that any of these advertising banks are weak. The "Old Bowery's" publicity is not intended to restrict other banks in any way, but simply to extend the sphere of influence of one of the strongest institutions in the world. Banking by mail is by no means a new idea at the Bowery, as its depositors are scattered in many States and foreign countries. Advertising is being used to reach special classes in certain localities. Weekly papers have been employed to cover certain territory, booklets and cards are utilized for reaching people in certain professions and trades. Only a small amount of general advertising is done in magazines. Thus far the campaign has paid well, and the policy will be continued. Magazine and newspaper advertising is placed by the Frank Presbrey Co. and N. W. Keane. During the summer months New York is headquarters for thousands of theatrical people seeking engagements or rehearsals. The improvidence of actors

and actresses is proverbial. This season the Bowery distributed cards to the following purport:

If you have only one dollar to spare, send it to the Bowery Savings Bank and open an account, to which you can add or withdraw any time, wherever you may be. To accommodate the members of the profession who are traveling about the country, we are willing to keep

sure not to start out on the road until you have begun an account in this savings bank. None so poor, and none so well off, that money in the Bowery Savings Bank is not a comfort and a stay. It is the largest savings bank in the world.

These cards were also distributed by mail, reaching practically every actor and actress in Ameri-



MR. WILLIAM H. S. WOOD,
President Bowery Savings Bank.

their pass-books in the bank and credit each remittance to its proper account as received. Any sum from \$1 to \$1,000 will be accepted. All accounts in this bank are *strictly confidential* between the bank and the depositor. Deposits in savings banks in New York are *free from all taxes*. Interest is added in January and July, and compounded. Be

ca. Results have been very satisfactory. Pay envelopes are also distributed through the city. Large factories and shops are provided with as many as are needed, and each week a different color and argument are used. One of the

(Continued on page 6.)

Little Lessons in Publicity—Lesson 8.

THE LITTLE SCHOOLMASTER'S
CARTOONS OF SPECIALS.

Announcement.

I don't know everything.
I don't even know many
things. I don't know all
about anything, **BUT** I do
know something about
one thing—**ADVERTIS-**
ING. If the little I do
know would be of value
to you, my experience and
ideas are at your service, absolutely free of cost.

THE WASHINGTON STAR
THE BALTIMORE NEWS
THE INDIANAPOLIS NEWS
THE NEWARK (N. J.) NEWS
THE MONTREAL STAR
THE MINNEAPOLIS JOURNAL

retain my services, at a stated salary, and instruct me to assist advertisers in every way possible, whether they use their columns or not.

For the sale of any given article, high-priced, low-priced or medium-priced, the above selected six evening dailies should be included in your appropriation every time. Each is the recognized leader in its respective city. *Follow the leaders and you will win.* If I can serve you, write me.

M. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising.

Tribune Building,
CHICAGO.

best banking by mail booklets that has come under the Little Schoolmaster's eye was written by President Wood. It has been copy-righted, but part of its contents are reprinted by permission:

BANKING BY MAIL.

To accept deposits and pay drafts by mail is quite a new departure for a savings institution, but the "Old Bowery" believes in accommodating its depositors all it can, and in affording them all the modern time-saving facilities for the transaction of business.

Another important point not to be overlooked is that in most of the States the only banks which take savings deposits are stock corporations, liable to all the disasters incident to such institutions.

It sounds strange, and yet, when you come to understand it, nothing could be more simple, nothing more easy, nothing more safe than banking by mail. The United States mail is within reach of every one; by its use those who are far removed from the great city of New York can avail themselves of the advantages for the safe keeping of money offered by the Bowery Savings Bank, 128 and 130 Bowery, New York City.

THE BOWERY SAVINGS BANK

was founded in 1834. Its depositors number over one hundred and forty thousand; and of this great army, thousands scattered all over the world have, for many years past, been using the mail in their transactions with this bank. *Not one dollar has been lost.*

Mechanics, laborers, school teachers, professional men, farmers, soldiers, sailors, actors, storekeepers, miners, women in every pursuit, every one, in fact, wherever located, should have a savings bank account, and make frequent deposits of such sums of money as they may be able to lay by.

Banking by mail with the Bowery Savings Bank is a great advantage to people whose local banks pay little or no interest, as it assures them a greater profit on their savings. In any case, it is always better to deposit money in a strong bank where security is absolute and the profit sure.

HOW TO DO IT.

Don't take any risk of hoarding your money at home or in any doubtful place, and do not carry it about with you. It is sure to be lost somehow.

Go to the post office and get a post office order payable to the Bowery Savings Bank, New York. It will cost you less than if you lived right here in New York and paid street car fare to the bank.

Write us a letter telling us you wish to open an account, enclose it with the post office order in an envelope, don't forget to put on a two-cent stamp, and drop it in the mail.

On its receipt by us, your name will be entered on the ledgers of the bank. A pass-book, with the amount properly credited therein, will promptly be sent you. You will then be fairly started in the right way to accumulate money for future use. We take deposits from \$1 up to \$1,000 at a time.

SUBSEQUENT DEPOSITS

are made in a similar manner. Always remember to send your pass-book in the same envelope with your proposed deposit.

When you wish to draw money, fill out and sign one of the blank orders we send you and mail it to us *with the pass-book*. We will then send you by return mail the amount of money you wish to draw from your account, either by check to your order, or in bills, as you may direct. In the latter case we always register the letter.

All deposits in this bank are considered *confidential*, as between ourselves and our depositors. No information, not even of the existence of such an account, is given to any one else.

Don't you see how privately and how safely you can thus accumulate money?

NOTE.

Under ordinary circumstances the Bowery Savings Bank requires no previous notice of your wish to draw money on your account. *It pays at sight.*

In every way we try to make it easy to deposit money or to withdraw it. We try to consult the interests of our depositors all the time.

RATE OF INTEREST.

The laws of the State of New York respecting the management of savings banks are such as to forbid the trustees promising any definite rate of interest in advance; they can only pay their depositors what they earn. It can only be said that heretofore from 4 per cent to 3½ per cent per year has been paid, and there is good reason to believe the same rates will continue for some time to come.

INTEREST COMPOUNDED.

If interest is not drawn by a depositor it will be added to his account January 1 and July 1, and thereafter draw interest the same as the principal.

NOTICE HOW IT GROWS.

Compounded	5	10	20
with Interest in Years	Years	Years	Years
\$10 will be..	\$12.18	\$14.85	\$22.08
20 will be..	24.37	29.71	44.16
50 will be..	60.94	74.28	110.40
100 will be..	121.89	148.59	220.80
1,000 will be..	1,218.99	1,485.95	2,208.00

The above illustrates the growth of a single deposit.

NOW

notice the rapidity with which it increases when you make regular weekly additions; a real savings account.

W'kly Sav-
ings Comp.

with Int.	5 Yrs.	10 Yrs.	20 Yrs.
\$1.00	\$273	\$602	\$1,455
2.00	550	1,205	2,911
5.00	1,376	3,014	7,279

INSTRUCTIONS FOR OPENING ACCOUNTS BY MAIL.

SIGNATURE CARD.

1. Sign your name on the top line of the signature card, and fill out answers to all the test questions. Return this to the bank with the amount of your first deposit.

SIGNATURE SLIP.

2. Send one of your signatures also, on the signature slip enclosed. This is for use in our signature book.

REMITTANCES.

3. Remittances may be made in cur-

rency (sent by express or registered mail), by postal money order or express money order, or by check or draft if drawn on a New York City bank. All money orders, checks or drafts should be made payable *on their face* to the order of "The Bowery Savings Bank."

JOINT ACCOUNTS.

4. An account may also be opened in the name of husband and wife jointly, "either to draw." In such case please send for an additional signature card and slip, as signatures of both parties are required.

TRUST ACCOUNTS.

5. Accounts may be opened in trust for any member of the depositor's family. In such case the money is under the control of the trustee during his or her lifetime, and in the event of death is payable *direct to the beneficiary*, or it may be paid to the legal representative of the trustee. Depositors who desire to open accounts in this manner should give full particulars in regard to the beneficiary in the space reserved for that purpose *on the back of the signature card*.

How carefully the Bowery Savings Bank looks after the welfare of depositors is shown in the system that applies to large withdrawals. Any sum of more than \$1,000 drawn by a depositor is referred to the president or controller for approval, and in each instance the depositor is asked to state what the money is to be used for. Frequently it is learned that depositors are taking out savings to speculate on margins in Wall street, knowing practically nothing of financial matters. How a depositor spends money is no legal concern of the bank, and in a general way none of its business, and money is paid without hesitation if explanation is refused. But by this bit of precaution the Bowery's depositors are saved tens of thousands of dollars yearly. Hardly a day goes by but some misguided man or woman is invited into President Wood's office to listen to a kindly, fatherly talk about stock speculations and Wall street—which is no place for a poor man. Of all the hundreds who have been asked to state the purpose for which they were withdrawing money only a single one has refused the information; every one has left the president's office most gratefully thanking him for his kindly interest.

VERY often failures come in advertising as a result of too much ambition.

The fact that
The
Chicago Record-Herald
Gained
707
Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to **THE CHICAGO RECORD-HERALD** over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

The
Mail and Express

New York.

A Clean, Live,
Progressive,
Aggressive
Daily Newspaper.

IN PINE STREET.

On the door of an office on the top story of the office building at 80 Pine street, New York City, appears the following information in gold lettering:

WILLIAM H. STEWART,
GENERAL ADVERTISING AGENT.

This office is about ten by fifteen feet in size, judging from the outside. A man who set out to call on Mr. Stewart there would probably have a tedious task before him. The door is locked, and it is not apparent that anybody ever opens it.

"When does Mr. Stewart come down to business?" was asked of the elevator man.

"I haf been in dis buidling t'ree months alretty," was the reply, "but I haf not seen Mr. Stewart yet."

Further inquiry elicited the information that the room is used by the janitor of the building.

Mr. Stewart is not mentioned on the lists of recognized advertising agents of the American Advertising Agents' Association, the American Newspaper Publishers' Association, or any similar organization, nor is it apparent that he has ever sought to be enrolled upon their Great Rosters. Secretary Barber, of the A. A. A. A., had never heard of him, and he was quite unknown to other men who make a business of knowing advertising agents, good and bad. Diligent inquiry, however, revealed the fact that Mr. Stewart has been an advertising agent in New York City for many years, and that he places business enough to support some of the largest agencies in the country. Mr. Stewart handles the advertising of Dr. Pierce, who has been known to pay to the newspapers of the United States as much as \$750,000 in a single year for advertising space. Dr. Pierce maintains a staff of men who prepare his advertising, as well as a force that looks into circulation and other matters. This work costs him as much or more than it would cost a general advertising agent, presumably, and the doctor's equipment is practically an advertising

agency. If the newspapers of the country were to recognize it as such, however, it would establish a precedent harmful to all advertising agents, as many advertisers who now place through duly accredited agents would claim the privilege of sending their own business direct to the papers and withholding the agent's commission. Fifteen per cent commission on \$750,000 amounts to \$112,500. This is a great deal of money—too much to pay out to an accredited agent who has no hand in preparation of copy or placing. So Mr. Stewart, who has, it is said, been in Dr. Pierce's employ in various capacities for many years, is his advertising agent, and the newspapers recognize him. Whether advertising agents' or publishers' associations recognize him or not probably does not worry either Mr. Stewart or Dr. Pierce. It is said that the former has at times placed advertising for other firms, but to learn the names of any advertisers who had employed him was not found an easy task. It is also said that in all the United States there are about one dozen newspapers that refuse to recognize Mr. Stewart, or to pay him the commission. This informant was asked to name these papers. He started out well with the *Chicago News* and *Boston Globe*, but failed to think of any others.

The office at 80 Pine street is therefore the only business place of an agent who handles as much advertising as any agency in New York, with the exception of perhaps half a dozen. Yet it is only ten by fifteen feet in size, and while the home of one of the largest advertising agencies in town, is also a very convenient place for the janitor to keep his mops.

"ALL roads lead to Rome." It is by no means necessary for men in the same line of trade to adopt identical measures in order to succeed. On the contrary, he is most likely to succeed who avoids imitation of the methods of his fellows. While the fundamental principles of business must be recognized, the greatest possible divergence of methods is advisable.

.. The ..
Nashville Banner

One of the Thirty-Six.

1903 CIRCULATION

Daily Average for January,	.	.	16,211
" " " February	.	.	16,727
" " " March	.	.	17,281
" " " April	.	.	18,472
" " " May	.	.	18,640
" " " June	.	.	19,556
" " " July	.	.	19,401
" " " August	.	.	19,532
" " " September	.	.	19,688

Average for Nine Months 18,388

THE BANNER's subscription price is the highest, its circulation the largest, and it carries more local and more foreign advertising than any other Nashville newspaper.

Vreeland-Benjamin Special Agency,

150 Nassau Street,
 New York.

Tribune Building,
 Chicago, Ill.

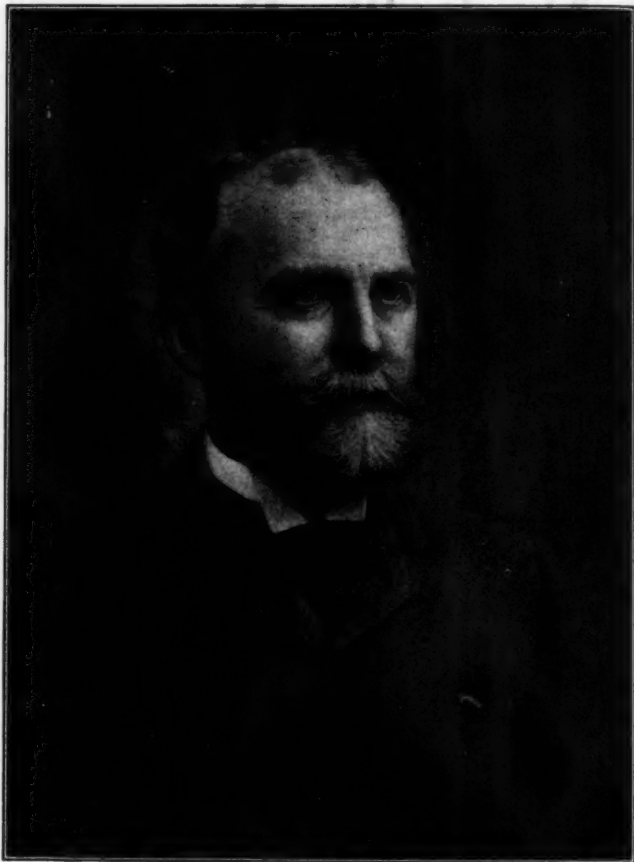
BANNER PUBLISHING CO., NASHVILLE, TENN.

BUSINESS AND THE COLLEGE GRADUATE.

An editorial paragraph in a late issue of **PRINTERS' INK** stated that Francis H. Leggett, head of the great New York wholesale grocery

education ought to be valuable in business.

A **PRINTERS' INK** reporter called on Mr. Leggett at his office, 128 Franklin street, and in a conversation on the subject learned that he had had considerable experience



MR. FRANCIS H. LEGGETT.

house that bears his name, had not a single college graduate among his 600 clerks, though for thirty years of business life he had endeavored to give college men the preference, believing that a liberal

with college men who applied for positions. Their failings seemed to be of two sorts. First, the college graduate believes his education fits him to begin at the top of the business at a good round sal-

ary. He disdains the suggestion that he begin somewhere near the bottom at *wages*. Second, his education has dealt with things so far removed from business life and practice that he is hardly on a par with a boy from the public schools so far as useful knowledge is concerned, while he is hampered by whatever foppish illusions his college life may have given him.

"He knows algebra, but nothing of arithmetic," said Mr. Leggett. "Business is founded largely on arithmetic—quick mental arithmetic that will yield results in a moment. There is no time to work out problems. But plain old-fashioned addition and multiplication are not taught in the colleges. It is taken for granted that the student mastered them when he was twelve years' old. The college graduate knows something of Greek, and he can read Cæsar, but these acquirements are as useless in daily business life as his smattering of the sciences. Business is nothing more than cause and effect. A public school boy has dealt with cause and effect all his life. The college graduate has carefully been kept away from them. He has generally only a small percentage, or none at all, of the public school boy's willingness and common sense. He is past the age when he can be trained, for it is not easy to mold a young man after he has passed twenty-one.

"I have long been of the opinion that a liberal education could be utilized in business, and to my personal knowledge business men throughout the United States are in need of bright young fellows such as the colleges ought to turn out. I have always believed that such men would advance more rapidly than the young fellow whose educational advantages have been meagre, and be of greater value to a business house. But the colleges miseducate. They teach nothing but book knowledge. College professors have been steeped in the college traditions. They know nothing of practical business methods, of business men, of the requirements of a business house, or of what young men should study to make them useful in business immediately after grad-

uation. The colleges seem to be altogether removed from modern business conditions. What they teach is not only valueless, but actually harmful to the youth who intends entering commercial life. Consequently, the college graduate, thrown into the business world, knows less than the boy who is forced to leave school and earn his living at fifteen, while he has a false estimate of his ability that makes him disdainful of the work that would be the means of teaching him business. The graduate won't begin at the bottom rung of the ladder. There is no other place for him to begin. A man who hasn't learned the details of the humblest place in a business house will never be capable of its management."

Mr. Leggett was asked whether public school boys who made rapid advancement in business ever considered it worth while to enter a college at twenty years of age, taking up studies with a view to making themselves more valuable. He said that no instance of this sort had come under his observation. Boys of that kind were seldom able to afford a college education, and the training that they would get during three or four years in business was of far more consequence than what could be learned at college in the same period. A public school boy who enters business sometimes sticks to it and goes to the top, while the college graduate, with his determination to begin only at the top, is more likely to gravitate toward the bottom.

As a matter of plain truth, there's only one. The American Newspaper Directory is the Webster's Dictionary for advertising. As for its integrity, I don't believe that any fair-minded man ever questions it.—Daniel M. Lord, of the Lord & Thomas Advertising Agency, Chicago.

THE COST OF AGENCY WORK.

A YOUNG AGENT'S VIEW OF IT.

What does it cost an advertising agency to carry on the clerical work of placing business?—ascertaining rates, making contracts, forwarding plates and copy, checking insertions, rectifying errors and the like. Many advertisers believe that there is a handsome profit in the ten per cent that the agency receives for this service, while agents, on the other hand, hold that it often fails to cover actual cost unless the account is large. Several agencies handle business only upon a basis of fifteen per cent, while there are others who unquestionably pay back to the advertiser a percentage of the commission received from publishers. Certain critics of advertising have lately expressed an opinion that the mass of indifferent copy continually being printed in valuable space is due to the fact that the advertising is placed through an agency that spends its ten per cent in clerical work, leaving no margin for the preparation of effective matter. And again, a new agency to be established in New York City offers to take business upon a basis of ten per cent, but makes each customer a stockholder and promises that between six and seven per cent of this commission will be paid back in the shape of dividends, as the cost of handling advertising is between three and four per cent.

"The labor and cost of placing business is not realized by advertisers who have never undertaken a campaign in all its details," said the head of one of the younger New York agencies recently. "To write a few letters, make a few contracts, send a few plates by express and have a force of girls check up the insertions seems a very simple proceeding to the advertiser, and it is only when he undertakes to do the work himself, saving commission, that he realizes its complexity. The success or failure of an agency lies in the system that it can bring to bear in handling business. This particular agency is run at a smaller expense than any other in New York,

save one, I am sure, and yet we find it impossible to make a profit on new accounts. A profit! Heavens! Let me give you some actual figures regarding a new account that we opened six months ago. This was a manufacturer who had never advertised before, but who, after several months' steady solicitation, agreed to spend a sum not greater than \$650 per month. We placed his advertising in a list of eighty-five dailies and weeklies in a certain territory, and his first month's space bills footed up \$483.49, giving us a commission of \$48.35. In the work of placing the business we spent \$150, and this did not include the work of our solicitor nor the time given to the account by itself. Before the advertising started we sent an average of six letters, either dictated or form, to each paper on the list, as well as other papers that were available, so that the cost for postage and stationery alone in settling rates was about fifteen to twenty-five cents per medium. It is very natural to conclude that after this preliminary work is over the account will show a profit in the second or third month, but as a matter of fact it will cost very nearly as much per month to carry it the first year, for there is an amazing quantity of correspondence to a campaign, arising from wrong position, skipped insertions and other errors of publishers. If that account grows to \$1,000 at the end of a year and is systematized so that it can be handled in our checking department, it will show a profit. Our largest account amounted to \$150,000 last year, and the correspondence relating to it averaged fifty-four letters a day—dictated letters costing about five cents each. In addition to this expense and work there were hundreds upon hundreds of form letters. Much of the expense of placing arises through blunders on the part of the country publisher. It is easy to say hard things about his lack of acumen, of course. I feel entitled to criticise because I have been a country publisher myself, and know the hundreds upon hundreds of schemes that are played upon him to secure his space. Why, several of the largest agen-

cies in the country clear thousands of dollars annually simply by paying him a few cents or dollars less than his monthly bills. A country publisher carrying four accounts for an agency and rendering four bills of an aggregate of \$50 will receive four separate checks, each from ten cents to two dollars short of the amount due him for space. Real money is a desirable thing, and as he never gets replies to his letters of protest he soon learns to accept his check, bank the money and pocket his grievance, charging the shortage to profit and loss. My sympathies are with him rather than against him, but he is a fearful blockhead in some matters and causes an advertising agency great losses through needless correspondence. Not every country publisher is in this class. Some of the men who manage small weeklies have a greater degree of business honesty and method than the publishers of metropolitan dailies, but one publisher in twenty-five runs his affairs by rule of thumb, and it is he who makes the trouble. In our experience it costs between six and a half and seven per cent to handle accounts of \$50,000 to \$100,000 yearly. Below this the profits are uncertain, with the chances largely in favor of loss. We have just made a new rule to charge fifteen per cent on accounts that run below \$25,000 a year. Losses are also incurred through advertisers' lack of experience. Few men know good advertising when they see it, and in one case we changed the entire scheme of a small campaign, including mediums, copy and drawings, seven times before the advertiser permitted us to go ahead. This account was not only a dead loss, but a grievous expense, yet there are a dozen other agencies who will handle the business if we refuse it. The success of an agency lies in investing small appropriations so wisely that advertisers will increase their expenditure to the point where a profit can be made, and this principle is an eternal spur to the agent to do his best for the client. I do not believe it possible for an agency to exist, much less make money, by careless

placing of small accounts for the sake of the commission, unless the space is farmed out in publications that pay heavy commissions. One of the heaviest investments that an agency makes is that of soliciting. Solicitors are high-priced men, and it is often necessary to keep at a prospective client a year or longer before he becomes an advertiser. The money spent in soliciting stands for investment. If the client is ultimately landed it may pay a profit, but like as not after eleven months' soliciting of the client he may turn to some other agency. Each solicitor has his chance so long as the client is a prospect, of course, and it is give and take. In the grand aggregate soliciting is a big investment, but a profitable one. The item of expense that is next biggest—in our experience, at least—is the search for adwriters. During the past year we have taken into this office almost any man who gave promise of doing the sort of work we want. In one case we took a brilliant writer from one of the magazines, paying him \$40 a week for a month to write stuff that we could not use. We have gone to Philadelphia and Chicago for promising men, and have had correspondence or personal interviews with over 400 people. Out of this number we tried twenty-five, and out of those we kept three, who are with us to-day—though I would be just as well pleased if one of them forgot to come down to-morrow morning. We are always looking for adwriters, and constantly run ads in PRINTERS' INK, the *Herald*, *Fourth Estate* and other mediums. We do not want genius, but men who can take ideas, words, pictures and type, and combine them into advertising—men who can make an ad fit to print in valuable space. Some of the men we try have ability with pictures, others are wordmongers, and some know type, but the man who can combine all these things and make advertising is scarce. The whole advertising world is looking for him, and the search is a heavy item of expense to an agency."

THE best ads are those that bring the best returns.

FORTY-SEVENTH WEEK.

In response to the weekly ad contest now in its forty-seventh week, fifty advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced below was deemed best of all submitted. It was sent in by Otto Kegelmann, 1052 Jackson ave., New York City, and it appeared in the November, 1903, issue of *Agricultural Advertising*, Chicago. A coupon was mailed to Mr. Kegelmann, as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for



*The Man on
:: the Farm ::*

does the selling, but

the WOMAN does the BUYING

Get at the women through the columns of the

Woman's Farm Journal

WE COUNT OUR SUBSCRIPTION LIST AND PRINT EACH
issue accord-
ingly.

Now we have *Over 500,000 Copies*

to get out

every month because we have that many subscribers. All our statements are facts or your ad runs free.

Our rate of \$2.00 per line is no higher than you often pay
for claimed circulation.

Write us for Rate Card showing discounts.

The Woman's Farm Journal

ST. LOUIS, MO.

Key your Ad.



entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week.

AN INTERVIEW WITH A FAMOUS PERSONAGE.

"Sunny Jim" came to New York on a flying trip from Buffalo one day last week. A PRINTERS' INK reporter found him at the studio of a well-known poster artist, where he was sitting for a portrait to be used in connection with his lecture tour this winter. He was very busy, but readily consented to talk about his plans.

"I am the dean of advertising characters," he said. "A great deal has been written about me by others, and I have not only become famous everywhere English is



spoken, but have been a promoter of human happiness as well. The sun never sets on 'Sunny Jim.' My success as a public character through all these proxies has finally led me to appear in my own proper person, so this winter I am to lecture.

"Young man, do you know anything of the foundation of the American lyceum? Well, when Emerson was lecturing in the thirties and forties and fifties of the last century he had to go from town to town in person, often over snowdrifts. There were no Empire State express trains in those days, nor any magazines or newspapers of wide circulation. When a man like Emerson had something to say he could either print it in a book and sell a few thousand copies, or go about talking himself. But we've changed all

that, and my lecture tour this winter will be made in magazines and newspapers. They are a lyceum so great that my audience will consist of every man, woman and child in the United States. I should be the last one to say anything against newspapers, for they made me famous. But the magazine is a great lyceum, and I intend to talk through full-page, double-page and four-page ads. But I will also continue to speak in the newspapers, and my lecture tour this winter will cost me in the neighborhood of one million dollars."

"You will talk about 'Force'?" suggested the reporter.

"Yes—about 'Force' and other means of human happiness. My manager, Mr. Ralph Tilton, recently pointed out to me the great need among every class of people for talks on cheerfulness, optimism, kindness, good will and the virtues generally. We Yankees are a busy nation, and, while we certainly accomplish wonderful things through our hustling, we are beginning to look around for ways of living more satisfactorily. People are still hampered by bad mental traits and even superstitions. They worry because they don't know how to avoid worry. They ruin their health and digestions because they don't know the few simple rules of health. They are irritable, and try to shove their way through the world by main strength, and succeed very badly, because they do not know that sunniness is a marketable commodity as well as a highly agreeable possession. They eat too fast. They do not know the effect of right thinking. They lack repose, and do not know how to rest. Not all the people have these traits, but every person has some of them. So I am going to lecture all winter upon one little text—Be Sunny!"

"Won't that be preaching instead of lecturing?"

"Not at all. My lectures will be short, and there will be no moralizing. I have named them 'Force-thoughts,' and the very longest can be read in a minute or so. Each will contain a piece of truth about hygiene, mental health, the arrangement of one's environment, how to live right, and think right,

and act right—in short, how to be happy. You have noticed, no doubt, how eagerly people put up proverbs and aphorisms and quotations on the walls of offices and homes. That indicates that they want such suggestions for sensible living. So I am going to turn philosopher and give a series of helpful lectures on such subjects. When the season is over perhaps I shall publish them in a book.

"I have founded the 'Force' Society, whose membership is limited strictly to those who want to be happier than they are. Each member is entitled to an 'M. F. S.' after his name, and to enroll other members if he thinks enough of them. The creed was printed in all the November magazines. I shall also give particular attention to breakfast, which is the most important meal of the day. I think that a good many people dodge breakfast because they can't look it square in the face, and these people, you will find, are wobbly on pretty nearly everything else that's worth while. So I'll teach them what I know about beginning the day right. Then there's another point that will come in for attention—the importance of Now. There's only one thing to be done at a time. One thing at a time takes all the tangles out of a day's work. But it isn't everybody that knows this, and I propose to tell them. I have added a new word to the English language—and I shouldn't be surprised if it got into some other languages. It is 'Forcethought.' Forcethought is the kind of thinking that when put into action accomplishes things. The first principle of Forcethinking is eating 'Force,' but there are other principles that help and make for success. I am going to lecture about these, too, and other things. So you see 'Sunny Jim' has a big winter's work cut out for him, and isn't going to retire just yet awhile. Why, if a public character like myself retired to-morrow the public would first miss me, then regret me and then forget me. All that I have done would be as nothing. A public man must keep himself before the world by doing new things.

"Heretofore I have been repre-

mented by caricaturists as a man without a chin. I have always been drawn in profile, but now the public is to see me face to face, and I think they'll like me. Of course, the caricatures that have appeared were all good-natured, and I mustn't hold a grudge because the cartoonists made me funny. Perhaps I should never have become famous at all if I had been represented as stiff, starched and without humor. It's queer, when you come to think of it, that with all the advertising done for 'Force' nobody has told the public how it is made. My campaign began in November with 'The Autobiography of Sunny Jim,' wherein I described the process. People have got into the way of regarding 'Force' as a breakfast food only, which is wrong. It can be cooked in numberless ways with eggs. It takes the place of bread or cracker crumbs for fritters, fried oysters and croquettes. Many people prefer it to toast for Welsh rarebit—though I don't advise anybody to eat Welsh rarebit, and please don't say that I do. Two million consumers use 'Force' today, and it is eaten in thirteen different languages. More than 100,000 packages are made every twenty-four hours. Clever cooks are continually contriving new dishes, which are sent to me at Buffalo. I have made some of the recipes into a little book called 'The Gentle Art of Using Force,' which is offered to anybody who will pay the postage—two cents. Besides the recipes for cooking it also contains recipes for being sunny. The first edition is one million copies.

"Mr. Ralph Tilton, my advertising manager, and the man who first proposed that I undertake this lecture tour, has been connected with advertising any time these fifteen years or more. His first experience was with Carson, Pirie, Scott & Co., the Chicago department store, where he remained nine years. Then he became advertising manager of the *Ladies' Home Journal* after Mr. Thayer, and when the *Saturday Evening Post* was purchased he was advertising manager, art editor and office boy, helping to lay the foundation

of the publication. Incidentally he helped in placing its first advertising, which was one of the most extensive campaigns ever undertaken by a magazine. After that he came to New York and spent four years exploiting the Century Dictionary, when he invented the famous corner coupon. Then he went to Buffalo. And speaking of coupons reminds me of the one he has invented for me. Take a look at it. By omitting the rule border at the corner it leaves the margin of the magazine for readers to write their names and addresses, thus lengthening the coupon at no additional cost for space. By setting type close to the upper edge we have saved \$11,000 in space on my whole campaign.

"Under Mr. Tilton's guidance I intend to make my motto known all over the North American continent this winter. By Christmas 'Sunny Jim' will be spoken of as frequently as Santa Claus."

MANUFACTURERS OUGHT TO HELP RETAILERS.

ST. LOUIS, Mo., Oct. 24, 1903.

Editor of PRINTERS' INK:

When we assumed the position of catering direct to the consumer with our "Sir Knight" \$4 Shoe, we undertook an innovation in the shoe trade of St. Louis which has justified us in results.

Our object was to create a demand for a gentleman's high-grade shoe. We knew there were many men in our territory who would readily purchase a \$4 shoe, provided that it had all the merit which we claimed for it.

To succeed, a manufacturer must be absolutely honest with his trade, and he must not sell goods that will not come up to the expectation of his customers. It is far better to give more values than people expect, and it is a wiser course not to promise that which you know you cannot perform.

When we started advertising in the large daily newspapers throughout the country, we had many requests from dealers who wished to have their names attached to the ads. We refused their request, because we desired to popularize our shoes all over the country. Our local dealer may advertise the shoe, and we take particular interest in his efforts. We furnish him newspaper cuts, booklets, etc., to boom his trade, but we do not destroy the effect of our general advertising by publishing dealers' names.

The demand for our "Sir Knight" line has been developed in every section of the United States. We have requests for the shoe from Alaska, Cuba, Porto Rico, Hawaiian Islands, the Philippines, South America, and even have had orders from Europe.

We do not retail the shoe to the consumer. When we receive a request for

a single pair, we fill the order through the local shoe dealer. Thus we give our dealers the direct benefit of advertising, and secure for them new customers in their own towns. In remote sections of the country where we have no agent, the request therefrom for a pair of "Sir Knights" invariably secures us a quick audience with the dealer, who becomes a ready buyer. Accordingly, our advertising is of two-fold benefit. It aids us in selling direct to the consumer through our trade, and is a medium of securing trade through the consumer.

We believe our present method of advertising gives the greatest benefit to the dealer. We have spent many thousands of dollars in distributing novelties to the trade, but we must admit that it is not the most effective means of securing direct results. Newspaper advertising is very expensive, but it is the short cut to the sale of goods. I am a believer in advertising, but the medium which reaches the trade and the great consuming public, although very high priced, is the cheapest in the end.

With honest goods, honorable dealings, just treatment and newspaper advertising, no man ought to feel that he cannot attain to success.

Yours truly,

GEORGE W. MILIUS,
Vice-President Wertheimer-Swartz Shoe Company.

If "push" working alone can do a piece of work fairly well in two days, how much better and how much sooner can "push" and "tact" working together do it?—Jed Scarborough.

PUBLISHER

If given the opportunity to do so, and The Journal Company fails to prove that the PAID CITY CIRCULATION ALONE of THE MILWAUKEE JOURNAL is larger than is the TOTAL PAID CIRCULATION of either of the two other evening papers, and that the TOTAL PAID CIRCULATION of THE JOURNAL is larger than is THEIR ADDED TOTAL PAID CIRCULATIONS, The Journal Company will make ABSOLUTELY NO CHARGE for any advertising obtained by such representation—So when an

ADVERTISER

buys space in THE MILWAUKEE JOURNAL he buys not only more paid circulation than he can possibly buy in any other single daily newspaper published in the State of Wisconsin, but he buys more circulation at less cost than he would obtain did he employ both of the other evening dailies.

STEPHEN B. SMITH,
Tribune Building, New York.
C. D. BERTOLET,
Boyce Building, Chicago.

ROLL OF HONOR PRIZE COMPETITION.

SIXTEENTH WEEK.

In response to this contest (details of which will be mailed upon application) five articles were received in time for report in this issue of **PRINTERS' INK**. Of these, the one reprinted below was deemed the best. It was written by A. B. Fritts, with the George Ethridge Co., 33 Union Square, New York, and it appeared in the *Philadelphia Evening Bulletin* of October 24, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a yearly paid-in-advance subscription to **PRINTERS' INK** was sent to Mr. Fritts when the marked copy of the paper was received. Two additional coupons, one to Mr. Fritts and one to the advertising manager of the *Evening Bulletin*, were sent in accordance with the terms of the competition, after the choice for the week had been made. Mr. Fritts' effort will now be placed on file and it will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *Evening Bulletin* follows here:

HONORING THE HONEST.

There is no commodity that has such an uncertain value as newspaper space. Yet, in this advertising age, it is the business man's only good weapon with which to successfully fight competition.

There is no good reason under the sun why the value of all newspaper space cannot be determined from a certain standard, figuring from the quantity and character of circulation. The only obstacle in the way is exaggerated circulation figures.

Various journals of the publishing and advertising profession have discussed the matter of circulation figures and urged that publishers stick to nothing but the truth, ever since advertising has been recognized as an essential feature of business. Foremost among such publications is **PRINTERS' INK**, which has earned for itself the reputation of being the world's best authority on advertising matters, both among newspaper men and big advertisers all over the country, and is held in highest esteem everywhere.

The Little Schoolmaster of advertising, by which name it is generally known, takes the stand that there is such a wilderness of circulation-exaggerating publishers that when a newspaper man is honest and honorable enough to come out with the plain, unvarnished truth about his circulation, he deserves to have his name on a Roll of Honor for the benefit of advertisers. And the Lit-

tle Schoolmaster is right. He does deserve honors. He deserves wide publicity among advertisers and he deserves their patronage.

For the mutual benefit of advertisers and the honest, dependable publishers, the editors of this celebrated advertising journal last April instituted a Roll of Honor department, which is open only to those publishers who have submitted to the 1903 edition of the American Newspaper Directory a detailed circulation statement of their respective publications, duly signed and dated. The Roll of Honor appears in **PRINTERS' INK** every week, giving them the benefit of the most valuable publicity that a newspaper can possibly get. It certainly does give them the maximum of quality for the minimum of price.

It puts them in a class comprised of the country's honest, enterprising, liberal and progressive newspapers, and conveys other valuable information of real interest to the advertiser.

It places before him the exact circulation figures, which he cannot doubt, gives the page number of the American Newspaper Directory, on which full information regarding the publication can be found; and if, according to the Directory, the paper is deserving of it, a sign denoting superior excellence in quality of circulation is accorded.

This is a plan that is bound to be of incalculable benefit to both advertiser and publisher. And it is indeed gratifying to note how many publishers are alert to recognize the great advantage of being thus honored. It distinguishes the good publications, those that can be depended upon to give good value for money spent with them, from those of unknown circulation.

Mr. Publisher, if you are not already enlisted on **PRINTERS' INK's** Roll of Honor, get the name of your publication recorded there before they go to press for the next issue. Isn't it reasonable to suppose that an advertiser would select his publications from such a select collection in preference to taking chances on paying too much money for space in papers whose correct circulation figures cannot be ascertained? It pays to be in good company. Here you will be with the world's best. You will be honored. You will be looked up to as one of the few newspaper publishers who come out openly and honestly and show the advertiser exactly what he is getting. From a business standpoint it is the only thing to do; it is but justice to yourself and business. Enroll because it will pay you.

Newspaper space is a commodity bought and sold the same as merchandise. It is classed among the necessities of the business man, and you can put it down that the advertiser isn't going to buy space blindly. If he is a shrewd business manager, he is going to look out for his own interest when buying newspaper space, just the same as he would in any other business transaction. When a merchant buys his season's stock of clothing, furniture, shoes or whatever it might be, you can depend upon it that he isn't going to take many chances, but he is going to a place that he knows can be relied upon to treat him right and to give him honest values.

Why shouldn't the advertiser use the same precautions? He should! And the wise and successful ones do. He has no right to do business otherwise. No publisher can reasonably expect him to buy his newspaper space unless he is shown by a detailed statement exactly how much publicity he is buying. Would the publisher buy his paper stock without knowing the exact grade and value of the paper? Would it seem absurd for him to ask for a sample and price before buying? Why hasn't the advertiser the same right to know the quality of the goods he is buying, so he can determine the actual value? He has the right to know, and he should demand to know it. The publisher who refuses to submit a correct detailed statement of circulation to the advertiser with his rate card, or to the newspaper directory, on which the advertiser depends for his information, acknowledges by the very act that "there is a nigger in the woodpile" somewhere. His figures would shrink under oath. His stock would drop below par, and Roll of Honor stock, consequently, would go up.

Every large advertiser is skeptical when dealing with newspaper publishers. He expects an exaggerated circulation claim. In other words, he expects to be cheated. The only exception is when the publisher comes out with an honest statement showing the actual average. It is regrettable, but a fact, nevertheless, that such publishers are comparatively few. But owing to their scarcity it places a high value on them, and the advertiser marks such publications as papers that can be relied upon as honest, up-to-date and enterprising. For such papers he is willing to pay the price asked for space, if the price be a reasonable one. He at least has the satisfaction of knowing exactly what he is buying, while without that knowledge he feels that he is getting the worst of it in every transaction.

It is a matter of pride and business to every publisher who can point to his publication enlisted on PRINTERS' INK's Roll of Honor. It is a matter of business to you, Mr. Advertiser, to look over PRINTERS' INK's Roll of Honor and see if the publication you purpose using is enlisted there. You owe the editors of that little champion of honor between advertiser and publisher a debt of gratitude. The time is not far off when editors will be compelled to submit accurate circulation figures in order that space rates may be correctly figured on the basis of circulation and quality of publicity. PRINTERS' INK was the first to advocate such a principle and it has fought valiantly for it. This Roll of Honor movement is another step in the right direction, and will come mighty near bringing about the desired result. It is a journal of great power in the advertising world, and its influence in this respect is bound to be felt. The Roll of Honor is growing rapidly and it is interesting to note the character of the publications that see the advantage of taking the public into their confidence.

The *Evening Bulletin*, in which the prize article of the sixteenth week was published, is a member of the Roll of Honor and its an-

nouncement under that classification appears as follows:



Philadelphia, The Evening Bulletin. d. ex. S. Average for 1901, sworn, 180,489 (864) copies daily, net paid. Average for first six months of 1901, sworn statement, 141,196 copies per day, net paid. The *Bulletin's* circulation figures are net, all damaged, unsold, returned and free copies being deducted. No other Philadelphia newspaper states or prints its net figures. The *Bulletin* goes daily into more Philadelphia homes than any other medium. It has by many thousands the largest city circulation in Philadelphia.
IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

The *Bulletin* is one of the nine papers whose circulation rating is guaranteed by the publishers of the American Newspaper Directory by a cash forfeit of one hundred dollars to be paid to the first person who successfully assails the accuracy of the *Bulletin's* statement. Among the total number of 21,451 publications listed in the 1903 issue of the American Newspaper Directory only nine papers enjoy the same distinction as does the *Bulletin*, and they are called the Star Galaxy of 1903.

AN AUSTRALIAN PUPIL.

GRANVILLE, N. S. W., Australia,
October 1, 1903.

Editor of PRINTERS' INK:

I have been a reader of the Little Schoolmaster for about five years, and look forward to every issue. It is a gold mine to advertisers, and some of its articles I read over the second and third time.

Australia may seem a remote corner of the earth to you, but publicity here is fairly up to date. We have a total population of four millions; the two chief cities, Melbourne and Sydney, have half a million each. Some big American and English firms advertise pretty considerably, and the local advertising is good.

I write ads for a few people besides my own in a local weekly.

Would like to meet and chat with J. H. Collins, Sinberg, Joel Benton, Jed Scarboro, Bert M. Moses, Maule, etc., not forgetting your noble self.

Yours faithfully,
WILLIAM F. KAY.

CHRISTMAS ADDRESSES.

Editor of PRINTERS' INK:

KNOXVILLE, Tenn., Oct. 27, 1903.

Will you kindly furnish us with the addresses of the different concerns manufacturing Carrier's Christmas Addresses? It occurs to us that it would be a very good plan for some of these people to place an advertisement with you.

Very truly yours,

THE KNOXVILLE SENTINEL CO.,
C. B. Johnson, Bus. Mgr.

If you can't find a good way to advertise your business, make one.—Jed Scarboro.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1902 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded by the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (©), the so-called gold marks, denoting superior excellence in quality of circulation. ¹²⁷ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Birmingham, Birmingham News. Daily average for 1902, 18,488 (34). First seven months 1903, 17,593; July, 1903, 20,188; guaranteed.

Birmingham, Ledger. *dy.* Average for 1902, 18,980 (34). *Av. for Aug., 1903, 17,586, guar'd.*

Montgomery, Advertiser. Average circulation for 1902, guaranteed, daily 10,890 (60), weekly 12,841, Sunday 14,625 (40).

ARKANSAS.

Little Rock, Arkansas Methodist. Geo. Thornburgh, publisher. Actual average 1902, 10,000.

ARIZONA.

Bisbee, Review. *daily.* W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1902, 5,820 (47). *Logan & Cole Special Agency, N. Y.*

CALIFORNIA.

Fresno, Morning Republican. *daily.* Average for 1902, 4,644 (67). *E. Katz, Special Agent, N. Y.*

Oakland, Tribune. *daily.* Average for 1902, 9,952 (76). Tribune Publishing Company.

San Diego, San Diego Sun. Daily average for 1902, 3,722 (80). W. H. Porterfield, pub.

San Francisco, Arconaut. *weekly.* Average for 1902, 15,165 (81). *E. Katz, Special Agent, N. Y.*

San Francisco, Bulletin. R. A. Crothers. *Av. for 1902, daily 49,159, Sunday 47,802 (80).*

San Francisco, Call, *d'y* and *S'y.* J. D. Spreckels. *Av. for 1902, d'y 60,888, S'y 71,584 (80).*

San Jose, Evening Herald. *daily.* The Herald Co. Average for year end. Aug., 1902, 5,597 (86).

San Jose, Morning Mercury. *daily.* Mercury Publishing Co. Average for 1902, 6,266 (86).

COLORADO.

Denver, Post, *daily.* Post Printing and Publishing Co. Average for 1902, 52,171 (97). *Average for September, 1902, 59,589. Gain, 7,418.*

CONNECTICUT.

Hartford, Times. *daily.* Average for 1902, 16,173 (111). *Perry Lukens, Jr., N. Y. Rep.*

Meriden, Morning Record and Republican. Republic'n Pub. Co. *Dy. av. for 1902, 7,337 (112).*

New Haven, Palladium. *daily.* Average for 1902, 5,500 (114). *E. Katz, Special Agent, N. Y.*

New Haven, Union. *Av. for 1902, d'y 15,481, S'y 8,325 (114).* *E. Katz, Special Agent, N. Y.*

New London, Day. *avg.* *Av. 1902, 5,198 (115). First six months 1903, 5,532. Aug., 1903, 5,750.*

Norwich, Bulletin. *daily.* Bulletin Co., publishers. Average for 1902, 4,659 (116). *Average first six months 1903, 4,996.*

DISTRICT OF COLUMBIA.

Washington, Ev. Star. *daily.* Ev. Star Newspaper Co. Average for 1902, 55,748 (©) (122).

National Tribune, *weekly.* Average for 1902, 104,599 (123). *First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.*

DELAWARE.

Wilmington, Morning News. *daily.* News Publishing Co., pubrs. Average for 1902, 9,495 (121).

FLORIDA.

Jacksonville, Metropolis. *daily.* *Aver. 1902, 7,018 (125). Average for 6 months, 1903, 8,229.*

Pensacola, Journal. *daily, every morning except Monday.* Average for 1902, 2,441 (131).

Tampa, Morning Tribune. *daily.* Tampa Tribune Pub. Co. Average for 1902, 5,608 (132).

GEORGIA.

Atlanta, Journal. *dy.* *Av. 1902, 87,928. Semi-wy. 84,105 (135). Atlanta Journal Co., pub.*

Lafayette, Walker Co. Messenger. *weekly.* N. C. Napier, Jr., pub. *Av. for 1902, 1,590 (144).*

IDAHO.

Boise, Capital News, *dy. and wy.* Capital News Ptg. Co., pub. *Av. 1902, dy., 2,512, wy. 2,405 (151). Av. for 6 mos., 1903, dy. 2,890, wy. 3,279.*

ILLINOIS.

Cairo, Citizen. *weekly.* Year ending Dec., 1902, no issue less than 1,000 (161); Oct., 1903, 1,100. **Champaign,** News. In 1902 no issue less than 1,100 *daily* and 3,400 *weekly* (163). *Average daily issue for July, 1903, 1,711.*

Chicago, Ad Sense. *monthly.* The Ad Sense Co., pub. Actual average for 1902, 6,033 (176).

Chicago, American Bee Journal. *weekly.* Actual average for 1902, 7,455 (167).

Chicago, Bakers' Helper. *monthly.* H. R. Cilsold. Average for 1902, 4,050 (©) (177).

Chicago, Breeders' Gazette, stock farm, *weekly.* Nanders Pub. Co. Average for 1902, 60,052 (167). *Average first 22 weeks, 1903, 66,740.*

Chicago, Dental Digest. *mo.* D. H. Crouse. Actual average for 1902, 6,528 (179). *Average for first nine months 1903, 7,000.*

Chicago, Grain Dealers Journal. *s-mo.* Grain Dealers Company. *Av. for 1902, 4,416 (©) (175).*

Chicago, Home Defender. *mo.* T. G. Mauritzen. *Act. av. 1902, 5,409 (180). Six mos. 1903, 24,853.*

Chicago, Irrigation Age. *monthly.* D. H. Anderson. Average for 1902, 14,166 (161). *Average ten months 1902, 22,100.*

Masonic Voice-Review, *mo.* Average for 1902, 26,041 (182). *For six months 1903, 26,166.*

Chicago, Monumental News. *mo.* R. J. Haight, pub. *Av. for year end. July, 1902, 2,966 (183).*

Chicago, National Harness Review. *mo.* *Av. for 1902, 5,291 (185). First 6 mos. 1902, 6,260.*

Chicago, New Thought. *monthly.* 50c. a year. Ella Wheeler Wilcox, editor. *Average year ending January, 1903, 29,259 (183). Since January, 1903, New Thought prints over 100,000 monthly.*

A Roll of Honor—Continued.

Chicago, Operative Miller, monthly. Actual average for 1902, 5,666 (183).

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago, Record-Herald. Average for 1902, daily 158,424, Sunday 171,816 (166).

Chicago, Tribune, daily. Tribuns Co. In 1902, YA (22) (166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (192). Average first six months 1902, 14,888.

Evansville, Correct English: How to Use It, mo. Average for year ending Oct., 1902, 9,750 (194).

Kewanee, Star-Courier. Average for 1902, daily 2,410, weekly 1,522 (203). Average guaranteed circulation daily for August, 1902, 2,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 28,742 (219).

Rockford, Register Gazette. Dy. av. for 1902 5,554, s-wy. 7,059 (223). Shannon, 150 Nassau.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act av. '02, 11,218 (244). Sworn av. '02, 12,618. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N.Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Av. for 1902—actual sales—62,133 (250).

Lafayette, Morning Journal, daily. Actual average 1902, 2,002 (254); October, 1902, 4,877.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1902, 2,757 (257). For year ending August 31, 1902, 5,222.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, S'y 16,585 (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (262).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,820 (264).

Richmond, Evening Item. Sworn dy. av. for 1902, 3,124. Same for August, 1902, 3,237.

South Bend, Tribune. Sworn daily average 1902, 4,861 (267). Sworn av. for Sept., 5,441.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (282).

Burlington, Hawk-Eye, daily. J. L. Waite. Av. for 1902, 6,812 (285). June 30, 1902, 7,018.

Clinton, Advertiser, daily. Fay Bros., publishers. Average for 1902, 10,225 (289). Accorded largest daily circulation in Eastern Iowa.

Davenport, Times. Dy. av. 1902 6,822, s-wy. 1,527 (292). Dy. av. August, 1902, 8,087. Cir. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (293). Average for June, 1902, 31,011.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines, News, daily. Aver. 1902, 27,112 (295). First 3 mos. 1902, aver., sworn, 41,371 net.

Spirit of the West, wy. Improvement in breeding horses and live stock. Av. for 1902, 6,085.

Dubuque, Catholic Tribune, weekly. Catholic Printing Co., pubs. Actual average 1902, 4,501.

Muscatine, Journal, dy. av. 1902 2,712, s-wy. 2,711 (315). Dy. av. for 6 months 1902 4,158.

Ottumwa, Courier. Dy. av. '02 4,401, s-wy. 6,984 (319). For 6 mos. 1902, dy. 4,577, s-wy. 7,291.

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, w'y 496, s-wy 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 2,581 (323).

Sioux City, Journal. Dy. av. for first 5 mos. of 1902 (sworn) 19,812, dy. av. for Aug. 19, 698. Records always open. The undisputed leader in its big, virgin field. 1902 average 16,965 (324).

KANSAS.

Atchison, Globe, daily. E. W. Howe. (331). Offers to prove 5,200 daily circulation for 1902, or accept any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (342).

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than 1,920 (346). E. Katz, N.Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,116 (363).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N.Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).

Lexington, Leader. Av. for 1902, d'y 2,755, w'y 2,808, S'y 4,008 (373). E. Katz, S. A., N.Y.

Louisville, Evening Post, dy. Evening Post Co., pubs. Actual average for 1902, 26,895 (374).

Paducah, Sun, daily. Sun Publishing Co. Average for year ending June, 1902, 1,704 (378). Daily average for September, 1902, 2,192.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for year ending June, 1902, 16,259 (387). Official journal city New Orleans.

New Orleans, Louisiana Planter and Sugar Mfr. wy. In 1902 no issue less than 2,000 (387).

The Southern Buck, official organ of Elkoan in Louisiana and Mississippi. Av. '02, 2,866 (388).

MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,125 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (396).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (200), weekly 15,255 (200) (396).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,535 (402). January 1 to September 30, 1902, 44,887.

MASSACHUSETTS.

Boston, Evening Transcript (200) (412) Boston's tea table paper. Largest amount of week-day ads.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (413-413). First 3 mos. 1902, dy. 195,292, S'y. 297,222. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pubs. Average 1902, 21,550 (420).

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (200).

Boston, Post, dy. Average for 1902, 174,178 (415). Av. for Aug., 1902, dy. 187,744, S'y. 169,520. Largest p.m. or a.m. sale in New England.

A Roll of Honor—Continued.

Boston. Traveler. John H. Fahey. Established 1824. Actual daily average 1902, 78,552 (415). For first six months 1903, 76,409.

East Northfield. Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (426).

Gloucester. Daily Times. Average for 1902, 6,347 (437). First seven months 1903, 6,629.

Lawrence. Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (438).

Salem. Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,250 (434).

Springfield. Good Housekeeping, mo. Av. for 1902, 108,646 (436). For year end. April, 1903, 119,000. All advertisements guaranteed.

Springfield. Republican (435). Av. 1902, dy. 15,406 (400), Sunday 18,928 (400), wy. 4,177.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian. Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Av. first 9 mos. in 1903, 8,650.

Detroit. Free Press. Average for 1902, daily 41,952, Sunday 51,260 (430).

Detroit. Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids. Evening Press, dy. Average for 1902, 28,216 (456). First 8 mos., 1903, 26,184.

Grand Rapids. Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456). Only morning and only Sunday paper in city of 100,000. Average daily issue for September, 1903, 22,851. Advertising rate, 2½ cents per agate line now—will be increased January, 1904.

Jackson. Citizen, daily. James O'Donnell, pub. Actual average for 1902, 8,887 (461). Average for first six months 1903, 4,528.

Jackson. Press and Patriot. Daily average 1902 5,082 (461); for July and Aug., 1903, 5,844.

Kalamazoo. Telegraph, 72 dy. 7,408, s.-wkly. 7,579 (462). To Oct. 1, 03, d. 8,424, s.-w. 8,414.

Saginaw. Evening News, daily. Average for 1902, 9,843 (473). September, 1903, daily 12,889.

Saranac. Advertiser, weekly. H. T. Johnson. No issue in 1902 less than 2,000 (474).

MINNESOTA.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1902, 62,208 (496). Actual average July-October, 1903, 74,888.

Minneapolis. Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis. Journal, daily. Journal Printing Co. For 1902, 54,628 (495).

Minneapolis. N. W. Agriculturist, s.-mo. Feb., '03, 78,165 (498). 75,000 guar'd. 25c. apate line.

Northwestern Miller. weekly. Miller Publishing Co. Average for 1902, 4,200 (497).

Minneapolis. Svenska Amerikanska Posten, weekly. Average for 1902, 47,075 (497).

Minneapolis Tribune. W. J. Murphy, pub. Average for 1902, daily, 66,872 (500); Sunday, 56,850. Six months to Nov. 1, 1903: Daily 75,061, Sunday 60,596. Est. 1867. Daily average for October, 77,318.

The only Minneapolis daily listed in *Roswell's American Newspaper Directory* that publishes its circulation down to date in *ROLL OF HONOR*, or elsewhere. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by *Roswell's American Newspaper Directory*. Advertisers' wants go in both morning and evening editions for one price.



Minneapolis. Western Progress, mo., devoted to Western interests. Av. for 1902, 10,000 (500).

St. Paul. Dispatch, dy. Aver. 1902, 49,052 (506). Present aver. 55,151. ST. PAUL'S LEADING NEWSPAPER.

St. Paul. Globe, daily. Globe Co., publishers. Actual average for 1902, 22,525 (505).

St. Paul. News, dy. Aver. 1902, 80,619 (505). First 9 mos. 1903, actual average 84,081 net.

St. Paul. Pioneer-Press. Daily average for 1902 84,151, Sunday 20,986 (506).

St. Paul. The Farmer, agri., s.-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end. Feb., '03, 67,875 (507). Act. present av. 80,000.

Winona. Republican and Herald, daily. Average 1902, 8,202 (512). Av. past 6 months, 4,109.

Westlicher Herold. Av. 1902, 22,684; Sonntags Winona, 22,608; Volksbl. des Westens, 22,826.

MISSOURI.

Carthage. Press. Daily average for 1902, 1,411, weekly 2,860 (530). W. J. Sewall, pub.

Joplin. Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City. Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

Kansas City. Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 8 mos. '03, 9,895.

Kansas City. World, daily. Aver. 1902, 62,978 (543). First 9 mos. 1903, aver., actual, 61,452.

Mexico. American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,825 (549). Actual aver. May, June, July, 1903, 18,667.

St. Joseph. Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph. 300 S. 7th St. Western Fruit Grower, m'y. Av. for 1902, 28,287 (567). Rate 15c. per line. Circulation 30,000 copies guarant'd.

St. Louis. Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 23,055 (563).

National Farmer and Stock Grower. mo. Av. 9 mos. end. Oct., '03, 105,500. 1902, 68,588 (563).

St. Louis. The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,888. Actual proven average for first 9 mos. in 1903, 1,115,700. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda. Standard. Daily average for 1902 11,204 (578). MONTANA'S BEST NEWSPAPER.

Butte. Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena. Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,200.

NEBRASKA.

Lincoln. Deutscher-Amerikaner Farmer, weekly (590). Av. for year end. April 30, 1903, 144,554.

Lincoln. Free Press, weekly (590). Average for year ending April 30, 1903, 144,554.

Lincoln. Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1902, 5,100.

Lincoln. Western Medical Review, mo. Av. yr. end'g. May, 1903, 1,800. In 1902, 1,640 (591).

Omaha. Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1902, 26,478 (594).

Omaha. News, daily. Aver. for 1902, 32,777 (594). First 9 mos. 1903, actual aver. 40,055.

A Roll of Honor—Continued.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. In 1902, no issue less than 2,400.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (600).
Leith & Stuart, N. Y. Rep., 100 Nassau St.

NEW JERSEY.

Asbury Park, Press, dy. J. L. Kinmonth, pub. Act. av. year end, July 31, '02, 2,702. In '02, 556.

Elizabeth, Evening Times. Sworn aver. 1902, 2,865 (616). 3 mos. 1902, 4,228.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 4,035 (616).

Hoboken, Observer, daily. Actual average 1902, 18,097 (619); Sept., 1902, 22,751.

Jersey City, Evening Journal, dy. Average for 1902, 17,552 (619). 1st 6 mos. 1902, 18,467.

Newark, Evening News. Evening News Pub. Co. Av. for 1902, dy. 50,406, av. 15,915 (621).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (622).

NEW YORK.

Albany, Journal, evening. Journal Co. Av. average 1902, 16,109 (634); present, 18,297.

Albany, Times-Union, every evening. Establish. 1902. Average for 1902, 25,294 (635).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,591 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Connera. Average for 1902, morning 45,818, evening 50,461 (641).

Buffalo, Evening News. Dy. av. 1902, 74,254 (641). Smith & Thompson, Rep., N. Y. & Chicago.

Corning, Evening Leader, daily. Average for 1902, 4,064 (647). September, 1902, 5,955.

Cortland, Democrat, weekly. F. C. Parsons. Actual average for 1902, 2,228 (647).

Elmira, Ev'g Star. Av. for 1902, 2,955 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 100 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 2,116 (652). Av. for Sept. 1902, 4,506. Leith & Stuart, N. Y. Rep., 100 Nassau St.

Newburgh, News, dy. Av. for 1902, 4,257 (660). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, my. R. M. Van Arsdale pub. Av. 1902, 2,516 (661). Av. 10 mos. '02, 2,745.

American Machinist, w'y, machine construo. (Also European ed.). W'09, 18,561 (662) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 68 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazine, monthly. Automobile Press. Average for 1902, 2,750 (680).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1902, 2,062 (688). Average for first six months end, July 31, 1902, 4,416.

Bensinger's Magazine, family monthly. Bensinger Bros. Average for 1902, 28,479 (689).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 6,858 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,888 (687).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,544 (692) (673).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (685). Act. av. circ'n for 6 months ending June, 1902, 876,957.

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, 2,867 (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (692) (674).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,009, (692) (674).

Forward, daily. Forward Association. Average for 1902, 21,709 (697).

Frank Leslie's Popular Monthly, Frank Leslie Publishing House. Actual av. for 1902, 204,621 (690). December, 1902, edition, 255,650 copies.

Hardware, semi-monthly. Average for 1902, 8,802 (693); first half 1902, 9,862.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,222 (648).

Music Trade Review, music trade and art weekly. Av. for 1902, 2,458 (677).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (692) (679).

Pocket List of Railroad Officials, qly. Railroads & Transp. Av. '02, 17,696 (700); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 2,650 (679).

Printers' Ink, weekly. A journal for advertisers. \$2.00 per year. Geo. F. Howell. Est. 1888. Average for 1902, 18,987 (679).

Railroad Gazette, railroad and engineering weekly. 43 Fulton street. Est. 1866. (692) (680).

The Central Station, monthly. H. C. Cushing Jr. Av. for year ending May, 1902, 3,458 (687).

The Iron Age, weekly, established 1855 (692) (676). [37] For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901,
"by Printers' Ink, the Little
"Schoolmaster in the Art of
"Advertising, to The Iron Age,
"that paper, after a canvassing
"of merits extending over
"a period of ten months, has
"been pronounced the one trade paper in the
"United States of America that, taken all in all,
"renders its constituency the best service and best
"serves its purpose as a medium for communication with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher. 1902 A (692) (669).

Wiltshire's Magazine. Gaylord Wiltshire, ed., 123 E. 23d St. Act. av. ending Sept. 1902, 46,000 (1088). Actual av. first eight mos., 1902, 100,625.

Rochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); 4 years' average, 20,136.

Schenectady, Gazette, daily. A. N. Ilecty. Average for 1902, 9,097 (718). Average for the month of August, 1902, 12,011.

Utica, National Electrical Contractor, mo. Average for 1902, 2,992 (725).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (725).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 2,468 (724).

Wellsville, Reporter, Reporter Ptz. House, pub. Av. for 1902, dy. 1,044, s-wy. 2,744 (736).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,188 (736).

NORTH CAROLINA

Lexington, Dispatch, w'y. In 1902 no issue less than 5,000 (735). Ater. first 3 mos. 1902, 6,200.



A Roll of Honor—Continued.

Raleigh, Biblical Recorder, weekly. Average 1902, 7,655. Six months 1903, 8,611.

NORTH DAKOTA.

Grand Forks, Normanden, weekly. Norman-den Pub. Co. Average for 1902, 4,869 (744).

Herald, dy. Av. for '02, 4,759 (744). Actual aver. for Sept. '03, 5,629. North Dakota's BIGGEST DAILY. La Cote & Maxwell, N. Y. Rep.

OHIO.

Akron, Beacon Journal. Daily average 1902, 7,869 (750). Year ending Sept. 30, 1903, 8,065.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,553 (752).

Cincinnati, Enquirer. Established 1842. Daily (©), Sunday (©) (761). Beckwith, New York.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 5,544 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 143,018 (761). Act. aver. for first six months 1903, 147,601.

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year end. Sept., 1903, 11,875 (763).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,939 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,958 (771).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,520 (773).

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,650 for 2 years (785).

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1871. Actual average for 1902, \$11,330 (800). Actual average for first six months, 1903, \$40,875.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, \$63,666 (800). Actual average for first six months, 1903, \$85,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1902, 10,917 (808).

OKLAHOMA.

Guthrie, Oklahoma Farmer, w'y. Actual aver. 1902, \$2,178 (813). Year end. June 30, '03, 24,198.

Guthrie, Oklahoma State Capital, dy. and w'y. Average for 1902, dy. 14,806, w'y. 31,322 (815). Year ending July 1, '03, dy. 19,908; w'y. 23,119.

OREGON.

Astoria, Lannett, C. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,898 (830).

Portland, Evening Telegram, dy. (ex. Sun). Sworn cir. '03 (8 mos.), 17,328. In '02, 16,966 (834).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 5,503; first 6 mos. 1903, 4,912.

PENNSYLVANIA.

Allentown, American Tourist, mo. Av. year end. Aug. '02, \$190 (878). This paper was formerly published in Pittsburg, and is now continued under the name of The American Home Companion.

Hellertown, Centre Democrat, w'y. Average for 1902, 5,250 (838). First six months 1903, 5,750.

Gannettville, Courier, weekly. Actual av. for 1902, 2,145 (838). The "Courier" has a daily issue since Nov. 1903; statement upon application.

Pile, Times, daily. Average for 1902, 10,645 (845). E. Katz, Special Agent, New York.

Harriburg, Telegraph, dy. No issue for year end. Feb. '02, less 7,500 (847). Sworn av. year end. July, '03, 9,429. Average Sept., '03, 10,651.

Philadelphia, American Medicine, w'y. Av. for 1902, 19,527 (865). Av. March, 1903, 16,837.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,745 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 528,127 (873). Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After a canvassing of merits extending over a 'period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns.'"

Philadelphia, Grocery World, w'y. Grocery Pub. Co. Av. for 1902, 9,408 (887). Average first six months 1903, 9,786.

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (©) (886).

Philadelphia, Reformed Church Messenger, w'y. 1306 Archst. Average for 1902, 8,574 (900).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,815 (889). Average to July 1, 1903, 108,657. Religious Press Assn., Phila.



Philadelphia, The Evening Bulletin, d. ex. S. Average for 1902, sworn, 180,489 (864) copies daily, net paid. Average for first six months of 1903, sworn statement, 141,196 copies per day, net paid. The Bulletin's circulation figures are net, all damaged, unsold, returned and free copies being deducted. No other Philadelphia newspaper states or prints its net figures. The Bulletin goes daily into more Philadelphia homes than any other medium. It has by many thousands the largest city circulation in Philadelphia.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN.

Pittsburg, Chronicle-Telegraph. Aver. 1902, 67,843 (875). Sworn statement on application.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,229 (876). Sworn statement on application.

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, 59,571 (876). Average first six months 1903, 64,871.

Seranton, Times, every evening. Edw. J. Lynett. Average for 1902, 19,917 (883).

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1902, 5,557 (889).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,046 (890).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (897). Average for May, 1903, 8,572.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (©) (896). Sunday 18,281 (©). Evening Bulletin 37,581, average 1902. Providence Journal Co., pubs.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Aver. 1902, no issue less than 1,700 (899).

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1903, 6,800 copies.

SOUTH DAKOTA.

SiouX Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1902, 8,819 (915). Sworn average for August, 1903, 9,487.

A Roll of Honor—Continued.

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1902, 11,204 (990). Rate, 9 cents per line. Average for 1902, 1903, 15,156.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,550 (983). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1902, 7,791 (985). Average September, 1903, 10,011.

Memphis, Commercial Appeal, daily. Sunday and weekly. Average, 1902, daily 21,506, Sunday 24,916, weekly 74,818 (987). First 6 mos. 1903, dy. 28,445, Sy. 27,218, wy. 76,923.

Nashville, Banner, daily. Av. for year ending Feb. 1903, 16,073 (989). Av. for June, 1903, 19,556. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1903, 14,241 (929).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1903, 1,000 (941).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 8,245 (945). E. Katz, Special Agent, New York.

La Porte, Chronicle, weekly. G. E. Keppie, publisher. Average for 1902, 1,229 (964).

Paris, Advocate, dy. W. N. Furey, pub. 1903 no issue less than 1,150 (950); May, 1903, 1,257.

UTAH.

Ogden, Standard. Wm. Glasman, pub. Av. for 1902, daily 4,023, semi-weekly 8,051 (970).

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1902, 2,554 (914). First six months 1903 2,588.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,095 (985). Aug., 1903, 8,494.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,236 (990).

Tacoma, Daily News, dy. Av. '02, 12,659 (1000). Av. 9 mos. 1902, 14,050. Saturday issue 18,005.

Tacoma, Ledger. Dy. av. 1902, 10,986; Sy. 14,195; wy. 7,414 (1001). Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 15,500; wy., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

WEST VIRGINIA.

Kingwood, Preston Co. Journal, w'y. W. S. Whetsell. Av. for 1902, 1,597, 1st 9 mos. '03 1,715.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,504 (1009).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, dy 8,026, S'y 8,505 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1006).

Milwaukee, Badger, monthly. Badger Pub. Co. Av. for year ending March, 25,922 (1023); since October, 20,000. Rate, 30c a line.

Milwaukee, Evening Wisconsin, daily. Frg. Wisconsin Co. Av. for 1902, 20,745 (600) (1000).

Milwaukee, Journal, daily. Journal Co. pub. Av. end. Feb., 1903, 29,425 (1023). Sept., 24,504.

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1006). First 4 mos. 1903, 6,270.

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1903, 8,706.

Wisconsin Agriculturist, w'y. Av. for 1902, 27,515 (1030). For yr. edg. July 31, 1903, 20,200.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,538 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 9,927 (1031).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 8,574 (1031).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German weekly. Average for 1902, 8,161. 1st 9 mos., 1903, 9,106.

Winnipeg, Free Press, daily and weekly. Average for 1902, daily 15,241, weekly 10,674 (1004). Daily, first nine months 1903, 19,504.

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Average for 1902, 8,571 (1000); Aug.-Sept., 1903, 10,546.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1007).

Toronto, Star, daily. Average for 1902, 14,161 (1004). Nine months 1903, 22,249.

QUEBEC, CAN.

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1902, daily 70,400. Average to Sept. 1st, 1903, 75,075 (1000).

Montreal, Les Debats, w'y. Ed. Charlier, pub. Av. 1902, 6,577. This paper is now published under the name of Le Combat Journal Independent.

Montreal, Star, dy. & w'y. Graham & Co. Av. for '02, dy. 55,075, wy. 121,418 (1000). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

No Amount of Money can buy

a place in this list

for a paper not having

the requisite qualification.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special conditions at terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CHARLES J. ZINGG,
Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, NOV. 11, 1903.

THE purpose of advertising is to sell goods. It may aim for orders direct from the consumer, for orders from the retailer, jobber or agent, or may strive to create a demand which must be supplied the consumer by some middle man. At heart, these propositions are all the same. The only kind of advertising that really advertises is the kind that takes the place of the man behind the counter or the knight of the gripsack, or the kind that helps these gentlemen to roll up bigger sales.

Art won't do this—pages of pretty pictures may give the advertiser fame as a connoisseur, but not sell enough goods to keep him in shoestrings. Fine writing won't do it—many ads that have the polished elegance of an Addison and the sparkle of a Macaulay don't amount to shucks in producing practical results. Mere originality won't do it, for the worst monstrosities in the whole advertising field are the fruit of an overmastering desire to be original. Nor will introspection along the lines of psychology and ethics avail, for that simply amounts to what David Harum would call "broodin' over bein' a dog."

Advertising that sells goods is based on sound reason and common sense. The man who produces it profits by the methods of the live, up-to-date salesman. He goes after definite business—persistently, diligently and discriminatingly. He knows what class of

people he wants to reach, and writes ads to reach that class. He doesn't inflict a lot of technical jargon upon the uninitiated reader, but puts the gist of the matter into simple, forceful, intelligible language. He tells why his proposition is good in itself, and why it is superlatively good for the public that reads his advertisements. The man who recognizes that the mission of advertising is to sell goods uses judgment in placing his advertisements—wouldn't run a \$3.95 pants sale announcement in the official organ of the Young Woman's Christian Association, or a Turkish cigarette ad in Dr. Dowie's *Leaves of Healing*.

SINCERITY is like traveling in a plain beaten road, which commonly brings a man sooner to his journey's end than by-ways in which men often lose themselves.—*Tillotson*.

DURING the recent bankers' convention in San Francisco special daily editions were issued of the *New York Post*, *American Banker* (New York) and *Wall Street Summary* (New York).

WHICH is the best daily newspaper in the United States from an advertiser's standpoint to use for a general proposition appealing to the great middle classes of the country? Short answers will be published under an appropriate heading.

PERMISSION was recently obtained by the *New York Tribune* to add nine floors to the present ten-story building occupied by the paper, and now a nineteen-story extension is to be built on a lot back of the Sun Building on Frankfort street. The completed structure will be an office building covering more than 16,000 square feet.

NEVER run the same ad twice in the same paper. It looks as though you lacked argument, and also that strict attention to business which is so creative of good opinions.—*Tengwall Talk*.

THE business man who postpones duties that may be discharged in the present shows an indolence that does not augur well for his future success. It is the lazy Spanish peasant who utters the word "manana"—to-morrow, whenever any sort of labor is advised or suggested.

THE *Etude*, the Philadelphia musical monthly, has so long made a practice of stating its circulation to the American Newspaper Directory that there is no reason to doubt the publisher's statement that the average issue thus far in 1903 has been 73,339 copies. Theodore Presser feels confident that the whole issue for next year will be at least 1,000,000 copies.

"ONE Ad Here Brings Another Because It Pays" is the headline across the page of the Boston *Traveler's* Want Ads, and from appearances it seems to be true. Papers which can build up and hold the want liners are the ones close to the hearts of the people. Boston has several such papers, viz.: the *Globe*, *Herald* and *Transcript*, and the *Globe* probably leads them all.

THE Chicago *Tribune* will hereafter accept display advertising for the Sunday magazine and comic part at 50 cents a line net for three colors, and 40 cents a line net for two colors. Three colors are used on the outside pages. Twenty-five per cent extra will be charged for broken column matter and for cuts in single column. Copy must be delivered at the *Tribune* office ten days before publication.

THE bulletin board advertising of Marquette Whiskey, referred to in PRINTERS' INK October 14, is to cover San Francisco newspapers as well, the designs by Xavier T. Martinez, the artist, being used as illustrations. The entire campaign is under the direction of the Barnhart & Swasey agency, of San Francisco, and the scenes in the life of Pere Marquette used as subject matter were prepared by Mr. Martinez at their direction, he being in their employ.

ADVERTISING naturally follows enterprising.

DON'T merely advertise. Advertise strenuously.

THE advertiser who wishes to sell goods all the time ought to advertise all the time.

WHICH is the best monthly publication in the United States from an advertiser's standpoint (considering rates and circulation), to reach the great middle classes of the country for a general proposition? Send replies to the editor of PRINTERS' INK.

THE Wellsville, N. Y., *Reporter*, which joins the Roll of Honor with this issue of PRINTERS' INK, has just entered upon its twenty-fourth year of publication, and it feels justly proud of its standing. The *Reporter* is the only daily and the only semi-weekly in Allegany County, a field which the two papers thoroughly cover.

DURING September the Cleveland *Plain Dealer's* daily average circulation was 70,370 (morning and evening), with 63,944 on Sunday. These figures are so material a gain over the paper's 1902 rating in the American Newspaper Directory that they would look well in the Roll of Honor. During the same month 1,417 columns of advertising were printed, against 1,393 for the nearest competing daily in that city. This is a gain of 374 columns over the same month last year.

THE University of Chicago Press calls attention to the fact that its several publications carry only such advertisements which the advertising department considers in consistency with their policy. The publications are: *Biblical World*, *School Review*, *Elementary School Teacher*, *Botanical Gazette*, *Astrophysical Journal*, *American Journal of Sociology*, *Journal of Geology*, *Journal of Political Economy*, *American Journal of Theology*, *American Journal of Semitic Languages and Literature*.

WHEN the demand promises to be greatest that is the time to advertise most extensively.

IN Portsmouth, N. H., a city of over 10,000 inhabitants, three dailies and two weeklies are published. All of them are rated "JKL" in the American Newspaper Directory for 1903. Such a rating indicates that the average issue of a paper is not supposed to exceed one thousand copies. In Taunton, Mass., a city of over 31,000 inhabitants, two daily papers are published, and each of them is rated "JKL."

O. C. HODGE, an advertising barber at 514 Boyce Building, Chicago, issues a blotter bearing talk that is a bit slangy, but nevertheless convincing. "Cleanliness is my long suit," he says. "Every customer is treated with towels that are as sweet-smelling and clean as a newly-washed baby. Two of them (towels, not babies) go with each shave. I have two assistants who are the best that money could hire. They are like myself—way up in the profession, but lacking in the 'chin' that is so prominent in other barbers. I've got everything that is usually found in first-class barber shops except graft games and extortion. If you doubt me in any of these statements, come around and I'll make good."

THE fifty-ninth Sphinx dinner will be given on Wednesday, November 11, at the Waldorf-Astoria, at 7 p. m. sharp. The subject for discussion on this occasion—"The Parcels Post in Its Relation to Advertising"—is of the most vital importance to advertisers, publishers and the community at large. The principal addresses of the evening will be made by the Hon. Henry A. Castle, Auditor P. O. Dept., and J. L. Cowles, secretary of the Postal League. It is also expected that the following named gentlemen will contribute interesting and instructive information relating to the subject in question: C. W. Post, Col. Albert A. Pope and Patrick Farrelly, president of the American News Company.

Judge will issue a handsome Thanksgiving number, for which the advertising forms close November 16.

M. LEE STARKE, the special agent, has prepared two valuable articles on newspaper advertising, one entitled "Daily Newspaper Space as an Investment," and the other, "Publicity for Profit." The articles have been issued in pamphlet form for gratuitous distribution, and any reader of **PRINTERS' INK** can obtain one or both by addressing M. Lee Starke, Tribune Building, New York City.

Successful Advertising How to Accomplish It.

A Book for Retailers and
Young Men who Begin
the Study of Advertising.

Price \$2.00

Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald's book searches out the inner advertising principles of each business, and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

The above book will be sent postpaid to any address upon receipt of two dollars. Address Business Manager, **Printers' Ink**, 10 Spruce St., New York

ADVERTISE much but not many things at one time.

MR. JOHN H. FAHEY, for many years New England manager of the Associated Press, and who recently became editor and publisher of the *Traveler*, has now been joined in the management and control of the paper by Mr. Franklin Coe, an experienced newspaper man, who comes to the *Traveler* from the advertising department of *Collier's Weekly*. Messrs. George A. Litchfield, Fred E. Litchfield and Everett S. Litchfield, formerly identified with the management, have now no personal interest in the newspaper or connection with it. It is the purpose of the new management to employ the best of modern methods for the improvement of the paper, and to conduct the business in a spirit of absolute frankness and honesty. Hereafter the *Traveler* is represented in the general advertising field outside of New England by Messrs. Smith & Thompson, Potter Building, New York, and Tribune Building, Chicago.

THERE is plenty of hope still for the country editor and publisher, according to the *Detroit Free Press*. "Within our day and generation many innovations were to ruin the country editor, and yet he increases in wealth and power. We can remember when, for the most part, he lived precariously, and soiled his only pair of trousers in making his own rollers. The great daily cannot be a local newspaper for every community in which it circulates. It can only keep the public informed as to the greater affairs of the world in general. Every community must depend on its local paper for reports of those more intimate events which it always reads with the greatest eagerness. As the population increases there will be more of this local news to print, and a corresponding increase in the demand for the paper. In fact, there are not a few metropolitan newspaper men who envy the rural editor his independence, his freedom from the more mercenary cares, and his general happiness and good fortune."

To monopolize you must advertise.

EVERY advertising manager of a live, up-to-the-times daily newspaper, who is convinced that his paper has a story of vital interest to the American advertiser, should tell it in PRINTERS' INK—forcibly and often. PRINTERS' INK is read and esteemed by every successful advertiser in this country, and it covers its chosen field completely. The advertiser who reads PRINTERS' INK every week is a believer in its contents and its advertisements. The newspaper which is brought to his attention through PRINTERS' INK employs the brightest and most economical solicitor to be had. PRINTERS' INK creates new business of the desirable sort. To make an advertisement of a daily newspaper profitable and business-yielding through PRINTERS' INK, copy must have careful attention. Make the advertisement *actually tell a story*, however brief. Gather the strongest talking points your paper possesses together. It may be *quality* of circulation or *quantity*, and sometimes *both*. Talk of the people your paper reaches—their earning capacities—factories located in your territory, the industries, the crops, geographical advantages, commercial centres—about anything which throws light on the purchasing power of your readers. This can be done in a quarter-page advertisement, or as small a space as two inches. A quarter-page costs ten dollars cash for one insertion; a two-inch advertisement costs six dollars cash for one insertion.

No good newspaper is without important facts that could profitably be set forth in PRINTERS' INK if only the necessary care were bestowed upon this task. Give this matter your careful attention and you will be surprised how much first-class material is found lying around you.

THERE are about 1,000 periodicals in the United States that are unknown to advertisers and omitted by the newspaper directors. These are amateur papers, published by boys and girls. Eight hundred of these "toy" editors, as the *Sun* calls them, belong to the National Amateur Press Association. An annual convention is held for discussion and social intercourse. The last was held in July at Chicago, and attended by 300 members. Next year's is scheduled for San Francisco. The association was founded twenty-eight years ago by James M. Beck, now Assistant Attorney-General of the United States. Mr. Beck was an enthusiastic toy journalist in his younger days. It is said that even now he is very much interested in the fad and reads a good many of the papers. The owners of amateur papers say that the fad is an education as well as a pleasure, and the cost can easily be proportioned to one's means. Some of the editors get out papers that are nothing more than leaflets at irregular intervals. A majority do their own printing. Some print little magazines of twenty, thirty or even sixty pages with neat covers and containing stories, poetry and even small cuts. It is a condition that all the contributors shall be amateurs, that is, that they shall not write for a living. One publication of ambitious scope is called *Fiction*, and is got out in Brooklyn by a young man named Wills. It is devoted to short stories written by himself and his friends. It is tastefully bound and costs him about \$500 a year, as he does not print it himself. He is a young lawyer, and says that he gets fun worth twice that out of it. The president of the association, Foster Gilroy, is a young man who lives at Lansdowne, Pa., and gets out a paper whose typographical features would be a credit to a big printing house. It is called the *Stylus*. He has his own press and sets up every bit of type himself. Some of the papers now represented in the association were started twenty years ago. None of them pretends to have regular dates of issue. In place of the date some of them print "Occasion

I," "Occasion II," or whatever issue it may be for the year. Perhaps the most pretentious amateur journal is the *Vagabond*, a 64-page magazine, which a man at Riverside, Cal., gets out when he can.

PATERSON, N. J., has a new advertising agency known as the United States Advertising Company. A general business will be conducted. The incorporators are J. Harbeck Frobisher, William H. Knapp and Frank Charcot, Jr.

MR. MUNSEY'S Boston *News* is being promoted by a circulation scheme recently originated by an English weekly. Certificates representing \$1,000 in cash have been concealed in various parts of Boston, and a clue to the location of one certificate is given in each chapter of a detective story running in the paper.

"BANK advertising is just as good an investment as the banker will find anywhere," says W. Arthur Lydiatt, in *Tengwall Talk*, "but it requires just as much attention as do other good investments. If your bank is solid enough to stand the limelight of publicity, an invitation to the public, often repeated, to look into the security and facilities you afford is certain to be accepted by one and another, as your efforts in that direction continue. On Saturdays is a good time to run a special ad for the savings department. The best time to ask people to open a savings account is when they have money in their pockets, and this most folks usually have on Saturdays. In the larger cities the ad might be run in the Sunday papers. In the case of a trust company, there are many, many ways in which they can be of service to the public. But a small number of people know that a trust company can perform the functions of a real estate agent—and in a much more satisfactory way—or that they render a similar—though better—service than an investment broker—or that they serve the public as insurance agent, and in so many ways in connection with the handling of an estate, either as trustee or executor."

GEORGE BATTEN, head of George Batten & Co., was recently asked to write an article on advertising for a New York daily paper. When the advertising manager read Mr. Batten's production, however, he returned it with thanks and regrets, so it was published in *Batten's Wedge*, the bright little periodical of the Batten agency. The portions of the article that apparently gave offence are as follows:

To me the constant wonder about advertising is the cheapness of it—the amount that can be done for a small sum of money. Suppose a firm appropriates one million dollars for one year's advertising, this amount to cover the entire United States. There are 80,000,000 people in the United States. One cent per capita would be \$800,000, so our large advertiser is spending only a trifle over one cent per year per capita. With this one cent per year what can he do? He will have quarter, half and whole pages, two to four times each week, in every good daily paper in the country; full pages and colored insets in all the leading magazines each month; equally large and conspicuous spaces in all the illustrated weeklies of large circulation, and in the best religious and agricultural papers; whilst the announcements will stare from every billboard and fence—go where you will, turn whichever way you please, you cannot escape these announcements, appeals, arguments—they are ever present. I have analyzed the advertising columns of one of our most respectable dailies (Sunday edition), published in a leading Middle West city. It contained twenty-three columns, or almost three pages of medical advertising. Of this, seven and one-half columns, or nearly one page, were of the most objectionable sort, and much of the remaining two pages had much better been left out. It had about four columns of legitimate financial advertising; it had also three and one-third columns, or almost as much, of a very questionable sort. Certainly it is fair to assume that the proprietor of the paper could not be induced to invest in these wild financial schemes. It has, under "Help Wanted," positions advertised at salaries of from five hundred to five thousand dollars per year, and for addressing envelopes or copying letters twenty dollars per thousand to five dollars per hundred. Is it not fair to assume that the one page of questionable medical advertising discredited the two pages that were not so, and that the three and a half columns of questionable financial advertising discredited the four columns that were straight? Think of the money drawn from poor people under the guise of these misleading "Help Wanted" advertisements! The wildest of wildcat stocks and unheard of dreams of finance get their announcements in as good type and conspicuous places as the soundest investments. The gyp horse dealer can use any space and make any promise he pleases. Publishers have taught the public to disbelieve advertisements. All ex-

cepting the most gullible are inclined to distrust them. The magazines have thrown out practically all of this class of advertising. They command and get a rate per line per thousand four to ten times higher than the daily papers, carry more advertising than they should, and yet yield splendid returns to their customers. Their readers have discovered that they can believe in advertising.

J. WALTER ROTH, who has been with Charles H. Fuller's agency in Chicago for the last ten years, was married to Lillian P. Dall, of Chicago, November 4 last.

ADVERTISEMENT constructors who insert their announcements in the classified columns of PRINTERS' INK ought to improve their own copy. Generally their advertisements are too brief and too vague. When a line of space can be had for ten cents it would certainly pay to be more explicit, to detail and specialize what one can do. The Little Schoolmaster receives frequent inquiries about adwriters who can do this or that special work, and the query is generally accompanied by the remark, "We don't find any one advertising this branch of work in PRINTERS' INK." If an adwriter is a specialist in any line, or several lines of copy, he should say so. If he can write booklets and circulars or catalogues in preference to other work, he should let it be known. If medical, optical or other professional ads are his forte, state that. If scientific, educational, financial, bank and trust companies' publicity is what he thinks he excels in, put that strongly forward—it will pay to those who can actually deliver the goods wanted. The ad-constructor's ads ought to sum up his ability in every ad of his own, and the same copy should never run more than once. Mr. Ad-constructor, if you want business, attend carefully to your own copy and make the most of it.

THE *Pittsburg Dispatch* publishes each week five picture puzzles, representing the names of advertisers whose announcements appear in the *Dispatch* each Sunday. Readers send in guesses, which are held until a certain day in the week, when a committee begins selecting the letters one at a time after the whole batch has been well mixed. The first correct guess gets a five-dollar prize, and all other successful ones have their names printed.

THE managing editor of PRINTERS' INK believes that good weeklies have their place. Many weekly newspapers are disregarded by the large American advertisers, and chiefly for the reason that the latter know too little or nothing about them. It is for the meritorious weeklies themselves to dispel the advertisers' ignorance and neglect.

THE LEWISTON, ME., WEEKLY JOURNAL

A gold mark paper (® ®).

Is credited with an actual average circulation in the 1903 American Newspaper Directory of

15,255 Copies.

The Lewiston, Me., WEEKLY JOURNAL was established in 1847. It has for a constituency the most intelligent and most prosperous sections of the State of Maine. Its readers are farmers, merchants and professional men. It circulates and is cherished in well-to-do New England families, who believe in the contents and policy of the paper. Such a constituency is a desirable one for every honest advertiser. There is no other weekly paper in all the Pine Tree State just like it in influence and quality. Its increasing circulation goes wholly to regular subscribers. Rates not cheap, but equitable to all. Send for sample copy.

**THE LEWISTON JOURNAL CO.,
LEWISTON, ME.**

Make a vigorous educational campaign and lay facts, figures and data before the American advertiser. Tell him about the people your papers reach, what they do, and how much money they have to spend. There are influential and meritorious weekly

newspapers which could profitably advertise in PRINTERS' INK, the weekly journal which is read by *every large advertiser* in the United States. You can build up a good business by going after it through PRINTERS' INK. It will cost you less to go after it through PRINTERS' INK than in any other way. The above quarter page advertisement would cost \$10 cash, per one insertion; in special position (if granted) it would cost \$12.50; smaller fractions of space pro rata. A single inch of space will make quite an attractive advertisement in PRINTERS' INK, as the one here printed shows. A one-inch ad-

MAINE WOODS

Published Weekly at Phillips, Me.
(Member Roll of Honor.)

Average Circulation for Past Year, 5,416.

MAINE WOODS covers completely the sporting and hunting field of Northern Maine and is subscribed for all over the country. The odor of fish and game is in its pages and its readers are people of taste and means. For rates and information, address J. W. BRACKETT, Phillips, Me.

vertisement, so displayed, would cost \$3.00 per insertion; in special position it would cost 25 per cent extra. A one-inch ad, contracted for one year, with copy frequently changed, would tell a running story fifty-two times, and it would be seen and read by the big advertisers, who spend annually millions of money.

THE LITTLE SCHOOLMASTER'S
CARTOONS OF SPECIALS.

VI.



E. J. SHANNON.

WITH ENGLISH ADVERTISERS.

By T. Russell.

When I was in Australia some five years ago, there was a vaudeville artist there—I think his esteemed name was Woods—who called himself “the somewhat different comedian.” It has often occurred to me since that this was a very happy catchword, and that it conveyed a designation to which advertising men might very properly aspire, and for which they might seek with great advantage to qualify themselves. For after all, the art of advertising all lies somewhere around that idea. The advertising man who is always “somewhat different” seems to “get there.”

* * *

And yet one of the most famous critics and practical advertisers who ever wrote about the subject occupies himself in saying that there is nothing in this idea. I am conscious of the immodesty of an attempt to controvert the doctrines and practice of so prominent a person as Mr. J. E. Powers. But after all, the controversial point is not who has the greatest reputation in the advertising community, but what principles are most sound. Mr. Powers is at work here for the Fels Naptha people, and he is also seeking patronage as what he calls “business counsel” (which I take to be the profession in regard to business which corresponds to that of a barrister in regard to law), and he is circulating a little book, written and printed in the celebrated “Powers style,” about his various successes in the advertising world. He also sometimes writes to the daily papers to explain some of the fundamental principles of advertising.

* * *

And it is just here that I find myself, with a sense of unmeasured temerity, very seriously differing from Mr. Powers. I do not complain because it appears to me that in laying great stress upon honesty as a needful and fundamental principle of successful advertising Mr. Powers sometimes has a little the air of talking as if he were the only honest man

in the advertising business. This may be an unfortunate mode of expression. As Mr. Powers says that honesty is essential (and he has every right and every justification in saying so) to successful advertising, and as there are numerous successful advertisers besides Mr. Powers, I am convinced that he is too logical a man not to draw the inference that there are a good many honest advertisers. But when Mr. Powers goes on to lay down certain other fundamental propositions in regard to the art, it seems to me that he overlooks one of the very things which have contributed to his success.

* * *

He appears, for instance, to lay it down as an irrefragable law that plain Roman type of a certain size (or a certain proportion), without rules and ornaments, and without display lines, constitutes the one and only proper setting for an advertisement, and here Mr. Powers is not merely reactionary, but also oblivious of facts which ought long ago to have impressed themselves upon his mind. I am quite sure that Mr. Powers has worked the plain Roman racket very successfully, and has dragged many of his patrons out of the slough of despond. I am also sure that rules, ornaments, pictures and variegated type have been a great deal run into the ground by other advertising men. But I am also very sure that Mr. Powers' advertisements have been repeatedly successful—his little book aforesaid makes no secret of the fact—not because they were printed in a particular face of type, not because they were free from the devastating ornateness of many current examples, not because they made a sort of specialty of not being illustrated (like the Rechabites in the story who “held a festival and repaired to a large marquee for the purpose of abstaining from alcoholic liquor”), but from a totally different cause altogether.

* * *

I seem to perceive Mr. Powers getting ready to blush. It is, I appear about to say, the peculiar persuasiveness of language which

pervades these Powers advertisements. But no. Or the remarkable honesty which they betray? Again no; though honesty is a virtue and a highly necessary policy. No, nor is it the Spartan absence of liquor and tobacco as articles of merchandise. None of these things, but precisely the quality of being "somewhat different" in the matter of his writing and display work. Those wonderful Macbeth lamp chimney advertisements, and those other announcements which have carried Mr. Powers' clients to success, have succeeded because to a considerable extent Mr. Powers had a monopoly of his peculiar method of advertising. Every one else was using display type, rules, borders and pictures. Mr. Powers came out with terse argument or suggestion in undecorated Roman type; he was "somewhat different," and as there was exhibited no particular consensus of other advertisers to adopt his kind of type, Mr. Powers' advertisements had a conspicuousness entirely derived from their peculiarity. There was no special merit, other than legibility, about his type-matter; only other people didn't happen to be using it in precisely the same way, and therefore Mr. Powers scored.

* * *

But let us for a moment conceive of Mr. Powers as making his point. Let us suppose that he has impressed his ideas upon the advertising community in general. He has influenced many people here, often to their advantage. But imagine him influencing every one. The newspapers would be full of undisplayed advertisements in plain, uniform Roman type of about two sizes. Would they be all read—would they have as good a chance as, in their multifarious variety, they have to-day? Would a belated user of borders and pictures—some Abdiel of the advertising angels of the present Paradise, who kept on his besotted way, unreformed, knowing not Powers neither regarding Fels—he snuffed out by the overwhelming superiority of the new school?

* * *

Not a bit of it! On the con-

trary, be his rules and ornaments never so fantastic, be his type never so various, his advertisements would stick out, in all that sea of undiluted Roman type, like a poster, and he would get very, very rich—all through being "somewhat different." Thus we find that it isn't Mr. Powers' particular taste (and I agree that it is a very excellent taste) in typography that has carried his advertisements to success, but merely their difference from the bulk of their competitors for public attention.

* * *

Of course all this leaves out of account Mr. Powers' literary manner. But while I am at it (you may as well be hanged for a sheep as a lamb) I make no secret of the opinion that some of Mr. Powers' advertisements about Fels Naptha soap are pretty bad, and I have said the same before. I think that a great deal too much stress is laid upon the readiness of the Fels company to give the money back if people are not pleased with their soap, and an unconscionable deal too little on the properties of the soap itself. It is altogether impossible to ascertain from any one of the Fels advertisements in what way Fels Naptha differs from any other kind of soap (except in being spelled wrong); and I maintain that a self-respecting advertisement should not content itself with saying, "Try the goods, and if you don't like them we'll pay back the price," but should give people a chance of knowing what they are invited to spend their time in experimenting with. And however successful Fels Naptha soap may be, I shall never believe that all the customers possible have been found for it until the advertising shows some cause in favor of housewives deserting the kind of soap they have always been in the habit of using in favor of the new kind, about which the proprietors have nothing better to say than that if you don't like it you can have the money back.

* * *

A CORRECT description of the goods in advertisements is an essential feature.

Advertising Agencies.

There are hundreds of advertising agencies in this country. All perform some valuable and necessary services to their clients. And they might perform such services to many other advertisers if the fact were persistently brought to the latter's attention in the columns of the Little Schoolmaster.

PRINTERS' INK is desirous to start a classified directory, listing as many recognized agencies as may see the wisdom of having a card in the representative advertising journal in the United States. Such advertisements cost ten cents per line net and are set in pearl. Count six words to the line.

CHICAGO.

ADVERTISERS, consult us before placing your advertising and get the benefit of 18 years of ripest experience, which is essential to all successful advertising. Our Advertisers' Pocket Guide FREE for the asking. GUENTHER-BRADFORD & CO. (Founded 1886), Schiller Bldg., Chicago.

NEW YORK.

PLACE'S ADVERTISING BUREAU
PLACES YOUR ADVERTISING
IN BEST PLACES.
Established 30 years. 206 Broadway, New York.

RUDOLPH GUENTHER. Newspaper and Magazine Advertising. Special combination lists from \$5.00 upwards, mailed on application. 106 Fulton Street, New York.

A book that talks convincingly about investments, both good and bad, is issued by Pelletreau, Cornell & Co., investment brokers, Kalamazoo, Mich.

"Be sure you are right, then go ahead." Sometimes a fellow has to go ahead a bit before he knows whether he's on the right track or not. Every business is an experiment at the start. You've got to go ahead in the experimental state in order to determine just what course to finally take. Davy Crockett never put a breakfast food on the market—that's evident.—Jed Scarborough.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISING solicitor who obtains business for a wants to represent trade journal in Philadelphia. Address "E." Printers' Ink.

EXPERT circulation man, now with large E. Eastern firm, wishes to make a change. Correspondence solicited. "EXPERT," care P. I.

MORE than 250,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

ADWRITER, well prepared though young in work, seeks suitable opening. Convincing writer. Good references. "M." Printers' Ink.

EXPERIENCED advertising man of well-trained ability in writing, etc., seeks change from present pos. "WORKER," Printers' Ink.

WANTED—Business opening by mature man with broad business management and mail-order experience. L. B. BAKER, Racine, Wis.

YOUNG man, of original ideas and ability to write up good, catchy ads, would accept a position or write up single ads. "K." care Printers' Ink.

WANTED—Position as advertising manager of a live daily, the East preferred. Acquainted with all the agencies; 18 years' experience. Address "H." Printers' Ink.

ADVERTISING SOLICITORS wanted. Active, reliable, business getters. Good commission. Old reliable drug paper. Address RETAIL DRUGGIST, Detroit, Mich.

FERNALD'S NEWSPAPER MEN'S EXCHANGE. Established 1898, represents competent workers in all departments. Send for booklet. 364 Main St., Springfield, Mass.

BRIGHT, intelligent young man wishes position as an advertising solicitor. Three years' experience as salesman for a printing house. "AMBITIOUS," care of Printers' Ink.

ASSISTANT manager advertising department daily, 50,000 circulation, prefers advertising manager of business or newspaper. Five years' experience. Address "NEWSPAPER," care of P. I.

DESIGNER and adwriter wants position with a good house. Salary reasonable. Answer "S. M. R." Printers' Ink.

SUFFERERS from headache, neuralgia, insomnia, try "Ajax" cure. Perfectly harmless; no dangerous drugs; does business quick; guaranteed. Sample, loc. AUSTIN & CO., Chemists, Simcoe, Ontario.

WANTED—Party to join publishers of established monthly of general circulation in extending business, either by furnishing capital or by doing the printing. Address for particulars C. M. SCHUYLER, Milton, Pa.

ADWRITER of ability, who is thoroughly experienced in clothing, open to proposition. Satisfactory references. Address Lock Box 817, Tecumseh, Mich.

WANTED—Back numbers of various advertising publications—Current Advertising, Agricultural Advertising, Profitable Advertising, Advertising Success, Fame, and Order Journal, etc. Send your list to MAHIN ADVERTISING COMPANY, Literary Department, 300 Monroe St., Chicago.

BUSINESS OR ADVERTISING MANAGER wants situation where hard work and results are appreciated. At present employed, but wants to make change. Thoroughly experienced. A successful record of twelve years. Four years in last position. Best of references. Address "ANDREWS," care Printers' Ink.

ADWRITER (34), of recognized ability and unusual originality, desires to connect with a substantial house. Being an artist also, would be especially useful to a firm desiring frequent changes in cuts, shoes, haberdashery, clothing, etc. Address W. E. THOMPSON, 18 E. 24th St., New York.

CANVASSERS WANTED to sell the American Newspaper Directory. Subscription price, ten dollars. All ADVERTISERS need it. It tells the circulation of all American newspapers and periodicals with reliable accuracy. It is needed in the editorial room of every important paper. It is an up-to-date gazetteer of all American towns of sufficient importance to support a newspaper. Address GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

LINOTYPES, to be profitable, must produce immediately upon installation. We instruct men in both mechanism and operating; until competent, \$60; incompetent men ruin machines; it pays to get good men; we graduate such only, we make specialty of instructing men for new plants. Publishers who are about to install linotypes would do well to send us their men for instruction. Write us for particulars and recommendations. LINOTYPE SCHOOL, World Building, New York.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an adwriter than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite B, 219 Land Title Bldg.,
Philadelphia.

WANTED—Position as adv. manager of small daily or asst. to adv. manager on metropolitan daily by a young man now with adv. agency. Will guarantee to increase business of any paper that does not inflate its circulation figures. "K. E.," care Printers' Ink.

PROGRESSIVE advertiser, with ability to arrange original, "catchy" advertising matter, desires to associate with creative department of a New York advertising agency. Address "CLEVELAND,"

Care of Printers' Ink.

EXPERIENCED writer wants to devote more of his time to preparing booklets, special articles and circulars, follow-up literature and letters. Clear, correct English, sound logic, tactful argument, descriptive writing a specialty. Work in leading publications. Manuscripts criticised, revised, rewritten. Good record devising follow-up systems and soliciting letters. Specimen booklet free. Write definitely about your needs. **R. ROLAND HALL**, Associate Editor Chat, 140 Nassau St., New York.

ARE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAPGOODS (INC.),
Suite 511, 309 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 559, Monadnock Bldg., Chicago.
Suite 1336, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

WHEN YOUR WIFE'S DIGESTION SEEMS BEYOND REPAIR,

and all medicines and treatments fail, get **MAN-A-CRE**, the Manganese Natural Spring Water. It immediately restores the digestion to the Weak, Debilitated and Catarrhal, the Exhausted—Physical and Nervous—the same as any well person. We are not trying to fool you. It is the simple truth. Manganese in solution does it. It is simple, tasteless, harmless. The Creator made the rose. He made this water. Man can make neither. Do not think everything advertised a fake or fraud. How else are you to be reached? Your homes cannot be invaded. Doctors are busy with their own affairs. Druggists and grocers sell what is called for. Try it Just Once for One Time. Send for booklet. Druggists, Grocers or **BEN. K. CURTIS**, Gen'l Agent, 13 Stone Street, New York.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. **WHITFIELD'S CARBON PAPER WORKS**, 133 Liberty St., New York.

ENGRAVING.

ENGRAVING, (line, half tone, steel, wood), lithographing and artistic printing. **THE KINSLEY STUDIO**, 230 Broadway, New York.

ENGROSSERS.

ENGROSSING and illuminating of memorials, testimonials, certificates, etc. **THE KINSLEY STUDIO**, 230 Broadway, New York.

EXCHANGE.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

BOOKLETS.

WE write, design, engrave and print for booklets. One talk, one order covers all. **THE KINSLEY STUDIO**, 230 Broadway, New York.

PRINTING.

MOST printers feed sheets by hand, although machinery does it better and more economically. Perhaps you think this makes no difference to you. When you have a big order to place, get our estimate and you'll change your mind. **KING & CO.**, 146 William St., N. Y.

DESIGNERS.

DESIGNS and illustrations in colors and black and white for all purposes. **THE KINSLEY STUDIO**, 230 Broadway, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

TYPEWRITERS.

NEWSPAPERS may secure new \$100 style typewriters without money; unique adv. proposition. **MUTUAL ADV. AGENCY**, 317 Broadway.

COLLECTIONS.

BAD DEBTS COLLECTED on percentage basis only. Fair treatment guaranteed. **DAY-AND-NIGHT ADJUSTMENT AGEN.**, 2344 Chicago ave., Chicago, Ill.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. **STANDARD**, 61 Ann St., New York.

LITHOGRAPHY AND TYPOGRAPHY.

LITHOGRAPHED blanks for bonds, certificates, etc., which may be completed by typewriting. Send stamp for samples. **KING**, 106 William St., New York.

CARD CASES.

PERFECTION card case a good leader for you during the holidays. Four samples of different sizes mailed for 50c. Send for price list. **ROSENTHAL BROS.**, 140 Monroe St., Chicago.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BABBETT & BUTHIN**, 45 Beekman St., New York City.

COIN CARDS.

\$2 PER 1,000. Larger lots at lower prices. **ACME COIN MAILER CO.**, Burlington, Ia.
\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.**, 30 Murray St., New York.

BUSINESS OPPORTUNITIES.

OUR PLAN for starting beginners in profitable Mail-Order business is remarkably successful. Some we started three months ago now receive 100 letters daily, and are making big money. You can do as well; complete plan for stamp. **CENTRAL SUPPLY COMPANY**, Kansas City, Mo.

ADVERTISING AGENTS.

MAHIN Coupon System gives you satisfactory service in classified advertising. Our Classified Directory contains extensive lists of papers covering various sections of the country. We mail it free, if requested. Address **CLASSIFIED DEPT. MAHIN ADVERTISING COMPANY**, 301 Monroe St., Chicago, Ill.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ILLUSTRATING, designing, etc., for covers, book-plates, and crests. **THE KINSLEY STUDIO**, 230 Broadway, New York.

CARTOONS—Publishers having in mind ideas for cartooning politics or events of local interest, etc., can get clever drawing at lowest price. Full particulars, address "CARTOONS," 10 Spruce St., New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

CIGARS FOR SALE.

WE will sell you a better cigar for 5c, straight than most dealers will for 10c., Imported Havana filler, Conn. binder, genuine Sumatra wrapper, Perfecto shape, $\frac{5}{8}$ inches long, Union made, mild and pleasant. For 60c. we will mail a box of 12 of these cigars, prepaid to any address in the U. S., and, if they do not make good, return them and receive your money.

HARTFORD CIGAR CO.,
1115 Main St., Hartford, Conn.

BOOKS.

PRINTER'S HELPS AND HINTS. 5c. Circular free. KING, Printer, Beverly, Mass.

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. H. C. ROWLAND, Pub., Columbus, O.

"HOW and Where to Sell Manuscripts." Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent postpaid, paper covers, for 5c cents; bound in leatherette, \$1. UNITED PRESS SYNDICATE, Indianapolis, Ind.

HOUSE-TO-HOUSE DISTRIBUTING.

WE make an honest, intelligent house-to-house distribution of advertising matter of all descriptions throughout the entire United States. We employ only reliable, experienced, local men, who personally supervise each distribution.

We positively guarantee the service and cheerfully make good where contract is violated. Ten years' experience in handling national contracts.

We are placing millions of pieces monthly for leading general advertisers to whom we can refer you. Pleased to answer inquiries and map out a distributing campaign.

Address MAIN OFFICE WILL A. MOLTON DISTRIBUTING AGENCY, 448 St. Clair St., Cleveland, Ohio.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

T TYPE MACHINERY SUPPLIES

NOW RUNNING.

Ex20 Cottrell 2-Rev., air cushions, tapeless delivery, table distribution.

Ex21 Campbell 2-Rev., table distribution, front sty delivery.

Ex23 Cottrell Drum Cylinder, air cushions, table distribution, tapeless delivery.

Two-horse power Otto gas-engine, with tank, good running order. Price, \$125.

And many others. Let us know your want.
CONNER, FENDLER & CO.,
Warehouse, 64 Beekman St.; Shop, 33 43 Gold St., Manhattan.

ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. Wear like leather. "PINK & SON," 5th above Chestnut, Philadelphia.

C COAT HANGERS—NEW STYLES. Specially adapted for permanent advertising purposes. Prices attractive.

BEILMAR MFG. CO., Canton, Pa.

WRITE for sample and price, new Lock Bill file. Price low. Reaches business man and housewife. THE WHITEHAD & HOAG CO., Newark, N. J. Branches in all large cities.

A BRIGHT steel nail file, 25c per thousand. Turned toothpicks in cases, 25c per thousand. Samples of each in leather cases, 10c. Agents wanted. J. C. KENYON, Owego, N. Y.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. THE BALTIMORE BADGE & NOVELTY CO., 253 Broadway, N. Y.

PUBLISHERS.

I PREPARE each month several lists of ideas for the promotion of newspaper circulation and classified advertising patronage, selling these lists to but one patron in each city. First option on these lists for your city is worth having. The work has become a recognized force in the making of a hundred successful newspapers. If either the circulation or the want adv. problems interest you, I would like to hear from you quickly. W. D. SHOWALTER, Newspaper and Advertising Ideas, 1135 American Tract Society Building, New York.

PREMIUMS.

TRINER SCALES make useful premiums. Complete line. Send for catalogue. TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.

FOUNTAIN PENS are always in demand for premiums. My pens are guaranteed perfect —14-k. gold. Big inducement for quantities. Write "TRANSOM," 3122 Groveland Ave., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG. now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$30,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalogue. PREMIUM CLEK, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 600-page list price illustrated catalogue, published annually, 3d issue now ready; free. S. F. MYERS CO., 45w. 45-50 52 Maiden Lane, N. Y.

FOR SALE.

LINOTYPE for sale. First-class condition. Address "B. M. M.," care of Printers' Ink.

BARGAIN—Four and eight-page Scott perfecting press, with full modern stereo outfit. Address TRIBUNE, Oakland, Cal.

\$900 CASH buys well-equipped newspaper plant; circulation, 500; Cincinnati cylinder; big bargain. Lock Box 1, Kempton, Ind.

BEFORE purchasing cylinder press, job press, paper cutters, type material, kindly send for bargain list. RICHARD PRESTON, 1671 Oliver St., Boston.

42 X 60 POTTER TWO-REV., will print 4 pages of a 7 or 8-col. A first class press for book, job or newspaper work. RICHARD PRESTON, 1671 Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 1671 Oliver St., Boston.

LARGE Miehle press, two combination Campbells, large oscillator, Hoe stop cylinder, pony Campbell, 7x17 jobber, lot fine chances. Sta. C, Box 123, Cleveland, O.

FOR SALE or Exchange—Double cylinder Hoe press, with folders attached, in excellent condition, boxed ready for shipment from Harrisburg, Penn. Guaranteed in first-class condition. Just the thing for a good weekly or small daily. VALLEY SPIRIT, Chambersburg, Penn. Price right.

I CAN sell your business (with or without real estate), no matter where it is or what it is worth. Send description, state price, and learn how I have, or can find, the business you want to buy. State your requirements.

W. M. OSTRANDER,
350 North American Building,
Philadelphia, Pa.

FOR SALE—A five-cent monthly, three years old. Select, growing cash circulation. Good medium for special class of high-grade, mail-order advertising that has more than doubled in past four months. Intelligently introduced to advertisers and stands well. Time-proved plans for increasing circulation and advertising go with purchase. Good proposition at a reasonable figure. Logical reason for selling.

"MONTHLY MAGAZINE,"
Care of Printers' Ink,

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascares boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
151 Water Street,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

ADVERTISING MEDIA.

25 C. an inch puts your ad in ANYBODY'S MAGAZINE, Peekskill, N. Y.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

25 CENTS for 30 words 5 days. ENTERPRISE, Brockton, Mass. Circulation, July, 9,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

ADVERTISEMENTS and cuts, new daily. Retailers and bankers should use the best. Moderate prices. ART LEAGUE, New York.

POULTRY NEWS, 35c. year; ad rate, 70 cents an inch display. Circulation, 3,000 monthly. WILLIAMS & METLAK, New Brunswick, N. J.

THE PROGRESSIVE MONTHLY, Indianapolis, Ind. Best medium for those wanting to reach agents or the mail trade. Rate, 10c. Copy on request.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 50,000 copies, rate 30 cents a line. Forms close the 25d. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 3,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

GUARANTEED circulation, 11,000 monthly. Rate, 5 cents a line (seven words); 70 cents an inch; cash with order. Sample free. THE WELCOME VISITOR, 392 N. Troy St., Chicago, Ill.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 16 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

66 THIS FOR THAT—Trade anything you have for anything you want. Get our gigantic paper which prints thousands of exchange advertisements. Six months' trial subscription, 10 cents. "THIS FOR THAT" PUB. CO., 150 Star Bldg., Chicago.

IF you want to reach the cotton and cotton oil trade of America, use the GUNNER and MILLER, Memphis, Tenn. This is a high-class trade and heavy buyers of all kinds machinery and machinery supplies. If you want to keep posted on cotton and cotton oil, subscribe for it. Three dollars per year. Write for sample copy and ad rates.

100,000 GUARANTEED circulation, 35 cents a line. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

ADVERTISERS—Northfield is one of Vermont's growing towns. Real estate has advanced 50 per cent in five years. Best black slate quarries, granite and lumber manufacturing. NORTHFIELD NEWS covers a rich section which cannot be successfully reached by advertisers in other mediums. No edition in six years less than 3,000 copies. Ask for further information. NEWS, Northfield, Vt.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE will take on linotype composition, if non-rush, at a low price. W. F. PERKINS, Delavan, N. Y.

BOOKLETS and folded circulars by the million our specialty. J. F. WHITING, Large Edition Printing and Binding, New Brunswick, N. J.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

ENVELOPES—6 1/4 XXX, \$1.35 1,000. Printed with your name, business and address. Fine notecards, statements or billheads, same price. Orders filled in 24 hours. WILLCOX, Printer, Hamburg, N. J.

ADVERTISEMENT CONSTRUCTORS.

100 GOOD ads for a grocery store \$1.00 BAIT PUB. CO., Toronto, Can.

MAIL-ORDER ADV'G written and planned. EUGENE KATZ, Boyce Bldg., Chicago.

PRACTICAL, common-sense, business-bringing advertisements written. ESTELLE BLEYTHIN J., 22 Munn Ave., E. Orange, N. J.

BENJAMIN SHERBOW, 3148 Euclid Avenue, Philadelphia. The making of the better sort of Business Literature exclusively.

HENRY FERRIS, 415-425 Drexel Building, Philadelphia. Advertiser. Gimbel, Wanamaker, Independent.

ORIGINAL, catchy ads are productive of business. That's the kind I write, and at reasonable prices. DALTON E. LEDNUM, 234 N. 20th St., Philadelphia.

NO poetry, no freaky sketches, no circus posters. Nothing but sensible, clear-cut, believable talks. I FINE, 16 South Fifth St., Philadelphia. Booklet free—postals "noticed."

ADVERTISING—the kind that increases your business—pays. It's my specialty. Write for particulars. F. H. LOVEJOY, Box 1, Roslyn, Pa.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write for free booklet "How We Help Advertisers." SNYDER, JOHNSON & HINDMAN, 904 Tribune Bldg., Chicago.

LET me hatch out a brood of brick ads for your business.

Have prepared copy for so many experienced and critical advertisers that I know pretty nearly what is best to say. People I've helped have helped me. What I've gained is good, and will help me to help you to certainty in your advertising. Write for an ounce or so of evidence. Do it now. JED SCARBORO, 657a Halsey St., Brooklyn, N. Y.

THE best advertising is that which sounds as if it came from the interior—advertising that reads as if the writer believed it himself—advertising that has some enthusiasm as well as plausibility in it.

For advertisements, booklets and letters that have these qualities, write to

FRANCIS WINDSOR,
494 La Salle Avenue,
Chicago.

ADVERTISING ENVELOPES—UNUSUAL. I make a Special Advertising Envelope with a pertinent persistency that cannot be overlooked. While certainly novel and peculiar, there is nothing remotely "funny" about it. It never pays to be "funny" for indiscriminate distribution, as it is so easy to be regarded as "silly," and such regard is very costly. I have made a number of these envelopes for precisely such people as constantly read this Journal. If you would care to see them, write me a letter (not a postal card), and if I suggest possible business I will gladly send you a lot by return mail.

No. 28, FRANCIS I. MAULE, 402 Sansom St., Phila.

THE ROCHESTER EVENING TIMES.

CIRCULATION GUARANTEED TO BE LARGER THAN THAT OF ANY OTHER ROCHESTER EVENING PAPER.

ROCHESTER, N. Y., Nov. 2, 1903.

Editor of PRINTERS' INK:

Mr. Logan and Mr. Puffer report having had a most interesting conversation with you on the subject of the *Evening Times* and its circulation claims, and it gives us much satisfaction to enclose herewith detailed statement covering the year ending October 31, 1903, showing an actual average circulation of 16,447 for a year ending with October, 1903. If you have watched the progress of the *Evening Times* since it came into the hands of its present owners a little more than two years ago, you will have noted that we have relied very little on affidavits, preferring always to furnish more substantial proof of our claims.

As a little evidence of this, our invitations to come to Rochester for the purpose of making a critical examination of our circulation books, white paper bills, circulation cash receipts, etc., have been accepted by the Association of American Advertisers, B. G. Greiner, of N. W. Ayer & Son; H. A. Porter, of the Ben B. Hampton Agency; Wylie B. Jones, of Wyckoff Agency, Ithaca; A. H. Harris, of Dauchy & Co.; L. L. Wolff, of Remington's Pittsburg office; Harvey W. Bell, of Pettingill & Co., Boston, and if you care to do so, we should be pleased to have you ask them as to whether our statement that they found every one of our claims founded on fact is true or not.

It would be a source of considerable satisfaction to us if you would send a representative to Rochester, as our guest from the time he leaves New York until he returns, for the purpose of making an exhaustive examination of our circulation claims, and we shall not confine him to the *Times*, but should like to have him make an equally exhaustive examination of the circulation books of other Rochester newspapers, for we have no fear of the comparison.

We shall be pleased to meet your representative personally, and we believe that such action on your part would result advantageously to your patrons, for it would give you the real value of the circulation of Rochester newspapers, the relative value of which has been very materially changed during the past two years, or since the *Evening Times* became in fact an important factor in the field.

We trust that you will find it convenient to accept our invitation, and we assure you of our best efforts to make your representative's visit to Rochester both pleasant and profitable.

Very truly yours,

THE EVENING TIMES COMPANY.

J. E. Morey, President.

THE Rochester *Evening Times* says it "guarantees" that its circulation is larger than that of any other Rochester evening paper. PRINTERS' INK is inclined to believe this to be the truth. None

of the evening papers published in Rochester have a figure rating in the American Newspaper Directory for 1903. The statement referred to in the above was made out conforming to the requirements of the Directory editor, and it has been turned over to him for his revision for 1904, his thirty-sixth annual issue.

THE COUNTRY NEWSPAPER.

It is a fashion among certain city dailies to ridicule the country paper, but it is generally the case that there is one evening a week that the city man looks forward to with zest.

That is the night when he lights his old pipe, puts on his slippers and lies back in his rocker for a musing and a dreaming over his copy of the paper published in the country town where he was born and brought up.

He ponders over the memories that these quaint items of the local news call forth, and the weekly perusal of the events of the burg bring to the reader's mind old familiar scenes and forms that he is glad to keep ever green in his memory.

And if the country paper prints this news in an attractive manner it has performed its mission well, even if its field is limited and there are no hair-lifting episodes to write up each week—simply the chit-chat of everyday life of those many of us have known all our lives.

We fail to see why the fact that Bill Smith has recently shingled his roof may not be worth printing in the country paper as well as having the stupendous fact heralded broadcast in a city paper in a two-column article that a pug dog of a famous actress recently died on a steamer, together with several illustrations of said pug dog and its sentimental owner.

The city papers that publish such stuff then will try to poke fun at its humble country contemporary because it has an article upon a big cabbage somebody has presented to the editor.—*Amenia Times*.

SEEING to the heart of things at a glance; the power to set things aside by side and draw comparisons; ability to foresee results and probable impressions of a given proposition—these are some of the intellectual tools needed by the successful adwriter.—*Jed Scarborough*.

Displayed Advertisements.

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

New York Dramatic Mirror

121 W. 43d St., N. Y. Established 1879.

Largest circulation of any American Dramatic paper. 25 years established pre eminence. 1,000 American correspondents. Published weekly. Sold at all newsstands. Commercial ads per acre line: 15c. single, 17c. thirteen, 18c. twenty-six, 15c. fifty two insertions. Sample copies free.

CANADA.

CANADIAN ADVERTISING is best done by THE
DESBARATS ADVERTISING AG'Y, Montreal.

VALUABLE LIST OF AGENTS

A well-known and reliable firm will allow a responsible concern the use of its list of agents—comprising some 35,000 canvassers—for a reasonable consideration. Will allow use of addresses only to a firm whose business does not conflict with that of the owners of the list, so it is necessary to state your business when writing. Satisfactory references furnished. Correspondence invited. "L." care Printers' Ink. Every agent on list enrolled during 1903-04.

INFORMATION FURNISHED

National Advertisers and all persons interested in outdoor display can secure detailed information about the members of Associated Billposters and Distributors, their rates, facilities, etc., through

CHAS. BERNARD, Secty.,
Tribune Bldg., Chicago, Ill.

IN EL PASO, TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—
PRINTERS' INK, July 22, 1903.

NORTH AND SOUTH
UNITED.

We have added to our



With Over 200,000 Subscribers

these papers of the Methodist-Episcopal Church, South, Nashville, Tenn.:

The Christian Advocate
The Epworth Era
The Children's Visitor
The Sunday-School Magazine
The Senior Lesson Quarterly
The Intermediate Lesson Quarterly
The Home Department Quarterly
The Methodist Review Quarterly

with about 840,000 subscribers in the Methodist homes of the South.

We Shall Be Pleased To Hear From You. 14

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

An Investment
In Your
Own Business.

The best and safest investment a man can make is in his own business.

We would like to interest you in a small investment which will result in your doing more business than you are doing now.

Floor space which is unproductive represents an actual money loss.

A piece of machinery that does not work as fast as possible every minute during working hours is a money loss.

Every time you lay off a man because there is nothing for him to do you are losing the money you might make on that man's labor.

The way to make money is to have just as many people working for you as you can possibly find room for—the production of the largest possible output every day in the year.

If you could do more business with your present facilities and without increasing your dead expenses, that additional business would be mighty profitable to you.

If such is your situation, we would like to introduce to you what we call our **Mail Drummer System**, which is the best method yet devised for securing orders through the medium of the mails.

It won't take much of your time, and it won't cost you very much money, but it **will** produce results.

If interested, write us a letter and tell us so.

Also please bear in mind that we do everything in the way of advertising, do it quickly and do it well.

THE GEORGE
ETHRIDGE COMPANY,

33 Union Square, N. Y. City.

**THE SECOND LARGEST
GERMAN CITY
IN THE UNITED STATES
IS PHILADELPHIA.**

She has
300,000 of them.

The German Daily Gazette

Reaches 47,000
German families every
morning and evening.

924 Arch St., Philadelphia.

The Evening Journal

JERSEY CITY, N. J.

GROWTH in 1903

in

SIZE FROM 10 to 14 pages.
ADVERTISING of 24 per cent.
CIRCULATION from 17,532 to
18,407.

THE ESTIMATION of its read-
ers that it has grown in every
quality that makes a paper
valuable.

**CONFIDENCE OF ADVER-
TISERS** that it pays.

**THE ONLY TWO (2) CENT PAPER
IN CITY OR COUNTY.**

**A HOME and not a
STREET Circulation.**

Newspaperdom

On October 29 published 1,148 inches of Newspaper Advertising — Advertising of some of the leading Winning Dailies in the country.

We know of no other single issue of any publication which contained one-half as much newspaper publicity.

Newspaperdom

The Journal of Newspaper Publishing and Advertising, reaches the leading General Advertisers in the country. Sample copy and rates on application.

Our Bureau of Publicity contains just the information General Advertisers need in selecting mediums.

Newspaperdom Publishing Company,

150 Nassau Street,

New York.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A great many articles can be advertised successfully without the use of a picture of the article advertised, but a wagon doesn't seem to be one.

It would be difficult to imagine

No. 1. The layout is all right, the text stands out clear and plain, but the picture spoils the ad. In so small a space—originally a quarter-page magazine ad—it is impossible to show anything except the



No. 1.



No. 2.

a good wagon ad with no wagon in it. It may be that there is something particularly appealing about the picture of a wagon, particularly with the right sort of horse in front and the right sort of people on the seat. Anyway, this kind of illustration has life and action in it, and, if well done, is always agreeable to the eye.

Everybody is familiar with the pictures of the shapely Studebakers in the centres of fashion, and the sturdy Studebakers in war and in peace, at home and abroad.

The effect of such advertising is to create an impression on the public mind which is worth a vast amount of money—it makes the name of the vehicle synonymous with all the virtues which can be connected with a vehicle, and it would be mighty hard to secure this result without the pictures of the vehicles themselves.

Wagons, carriages and automobiles are not like the ordinary mechanical device. They have a certain individuality which can be shown up in an illustration, and whenever possible the picture should show details faithfully and be so carefully executed that you can easily imagine a surface that you can see your face in.

This is possible in large illustrations, and impossible in small ones. It is useless, and not even interesting, to attempt the impossible, as is done in the Bailey ad reproduced here and designated as

barest outline, or to do more than suggest the style and spirited action which the half-tone would probably have shown if used on a large scale and printed on good paper.

THE COUNTRY NEWSPAPER.

The weekly country newspaper, as an institution, is by no means declining. If one may judge by the evidence of the recent newspaper directories it never flourished so much as at present. It has a character of its own. Its place cannot be filled by any metropolitan publication. It is the intimate friend of its constituents. It has the atmosphere of its locality. Its angle of vision is that of its own community, and this it truly reflects. Broad questions—State, national, international—it presents and considers as a part of its work of information; but these are subordinate to its own peculiar mission. The uprising in the Balkans, the breach in the British ministry, the scandals of the postal service at Washington, are dwarfed in actual, present importance by the washout on the State road or the project for a new trolley connection. And these, indeed, are the real living concerns of local life. It is the home matters that make up existence, and with these the country newspaper deals.

We do not sufficiently recognize, perhaps, how great an influence for the preservation of that spirit of local self-government which is the foundation of our institutions the country press of New England has been and is to-day. It is unquestionably a power. And it holds this power and retains this influence because of the sturdy honesty of the country editor. The country press is the ideal of independence. It is as a rule unpurchasable and incorruptible.—*Boston Post.*

When an advertiser's promise counts for something, he can count on results when he promises something in his advertisement.—*Jed Scarboro.*



Diamonds on Credit under the **LOFTIS SYSTEM** means that any person of honest intentions, no matter how far away they may live, may open a **Confidential Charge Account** for a Diamond, Watch or other valuable article of jewelry, and pay the same in a series of easy monthly payments.

How to Do It. Write to-day for our beautifully illustrated catalogue, and from it select any article that you would like to wear or own, or, perhaps, use as a gift to a loved one. We will send your selection on approval to your home, place of business or express office as you prefer. Examine it as leisurely and as carefully as you wish; then, if it is all that you anticipated, and the best value you ever saw for the money asked—pay one-fifth of the price and keep it. The balance you may send us in eight equal monthly payments.

On the Other Hand, if you do buy, simply return the article to us at our expense. Whether you buy or not, we pay all express and other charges—you pay nothing, neither do you assume any risk or obligation whatever. We submit our goods on their merits, with absolute confidence that their quality, low price and our easy terms of payment will command your favor. We ask but one opportunity for adding your name to the largest list of pleased customers with which a Diamond house was ever honored.

To the Cash Buyer of Diamonds we have a proposition to make which is thoroughly characteristic of our house. It is nothing less than a written agreement to return all that they pay for a Diamond, less ten per cent, at any time within one year. Thus, one might wear a fifty dollar Diamond for a whole year, then send it back and get \$45.00, making the cost of wearing the Diamond less than ten cents per week.

Write
to-day for
Catalogue

LOFTIS BROS. & CO.,

Diamonds—Watches—Jewelry

Dept. M-179,

92 to 98 State St.,

Chicago, Ill.

We are the Largest House in the Diamond business. We are also one of the oldest—established 1854. We refer to any bank in America—ask your local bank how we stand in the business world. They will refer to their Commercial Agency books and tell you that we stand very high, and that our representations may be accepted without question.

Our Guarantee Certificate given with every Diamond, is the broadest and strongest ever issued by a responsible concern. Further, we give the broad guarantee of complete satisfaction to every purchaser. Our exchange system is the most liberal ever devised, for it permits you to return any Diamond bought of us, and get the full amount paid in exchange for other goods or a larger Diamond.

Your Christmas Plans will not be complete until you have looked through our catalogue and considered what you can do in gift-making in conjunction with the **LOFTIS SYSTEM**. The \$5.00 which you might pay for something cheap and trashy will make the first payment on and put you in immediate possession of a splendid Diamond or Watch. You can thus make gifts that are commensurate with and appropriate to the circumstances, without any considerable initial outlay. There can be no more favorable time than the present for buying a Diamond. Prices are advancing steadily and a profit of 15 or 20 per cent within a year seems assured. Dealers generally agree in this prediction.



Advertisements under this heading are 3 cents a word, subject to approval of its editor. Address copy and remittances to Editor ODDITY Column.

JOHNSTON'S big postal card. A real oddity and a famous business printer. Sample free. WM. JOHNSTON, 45 Rose St., N. Y.

BOOK-LOVING STENOGRAPHERS can have absolutely free one new novel per month, the r own selection, by enrolling their names with a league. No dues or expenses. **STENOGRAPHERS' LITERARY BUREAU**, Room 618, 125 Liberty St., New York.

WARM PHOTOGRAPHS—We have the only original hot numbers. Cabinets 8x10's and 16x20's, mounted and unmounted, also hand-painted beauties. 35c brings cabinet. **WILBER ART COMPANY**, 218 Walnut, Cincinnati, Ohio.

NOTES.

"**A MATTER of Method**" is a brief booklet of good argument about good printing from the Leeds & Biddle Co., 1019 Market street, Philadelphia.

The booklet of favorable opinions from advertisers recently issued by the *Telegraph*, Harrisburg, Pa., is now supplemented by a second batch of similar letters.

MAN wants but little here below,
But wants that little bad;
The way to get it, well we know,
Is just to run an ad.
—*Weekly Times*, Elmer, N. J.

From *Farm Poultry*, Boston, comes a new book of rates with helpful hints to the advertisers who use its columns—poultry raisers who use classified and small display ads to sell eggs and chickens.

For each new subscriber secured at one dollar *Suggestions*, the Chicago monthly magazine of suggestive therapeutics, gives a premium of five shares of capital stock in the Florence Gold Mines, Yuma County, Ariz.

A **PROCESS** of copying cabinet photographs on small cards has been perfected by the Miniature Photo Co., Flushing, N. Y., and mail orders are sought by means of a succinct folder showing a sample and quoting prices.

"**COMFORT and Luxury for a Modern Home**" is a booklet for consumers in which are described all the toilet requisites made by Colgate & Co., New York. Arrangement, illustrations, text and printing are in the best style of the Matthews-Northrup Works, Buffalo.

Cotton Chais is a condensed technical monthly published in the interests of the Draper Company, makers of looms and weaving machinery, Hopedale, Mass. Illustrations and matter are excellent, and the periodical could doubtless be elaborated somewhat and issued in a handier size.

THERE are 60,000 German-Americans in Rochester and vicinity, and a small folder from the *Abendpost* of that city tells how they may be reached through its daily and semi-weekly issues.

ONE ad will not make your fortune—may not make a sale. Keep everlastingly at it. The race is not always to the swift—sometimes to the long-winded.—Folder from the *Weekly Times*, Elmer, N. J.

"**A CIGAR** served from a store where all is spotless and shining has a bouquet of its own," says *Tobacco Leaf*, New York, "and the prime requisite in successful window dressing is to have the glass so clean that the passerby cannot distinguish it from the atmosphere."

"**MORE** than \$100,000 has been paid to farmers at Elmer Station the past two months for potatoes" is the argument in a circular letter from the *Weekly Times*, Elmer, N. J. These are the sort of facts that should interest advertisers. The *Times* was one of the first papers to enter the Roll of Honor and calls attention to the fact that it is still the only paper in Southern New Jersey to take this method of setting its circulation before general advertisers.

The men's clothing campaign of B. Kuppenheimer & Co., Chicago, is said to reach more than 50,000,000 people every month. Besides the well-known page ads in leading magazines the company uses large space in leading dailies every Sunday. On a certain Sunday in September a full page ad appeared in leading papers of Chicago, Philadelphia, Cincinnati, St. Paul, St. Louis, Washington, New York, Pittsburg, Detroit, Baltimore, Louisville, Denver, San Francisco, Boston, Buffalo, Cleveland, Milwaukee, Kansas City and New Orleans.

CUSTOM-MADE neckwear is reported to be the latest New York novelty in the haberdashery trade. These cravats are high-priced goods, according to the *Sam*. "Men used to be content to buy ties we showed them," said a clerk, "but now nine men out of ten have their own ideas as to how they want scarfs made. One man wants a narrow scarf and the other a broad one. Some would be delighted to take a scarf if the material were only made in a different form. The upshot of it is the sale of specially made ties, and we are able now to satisfy any man, however cranky he may be about what he puts around his neck."

The Little Schoolmaster recalls few instances in which the possibilities of telling a story by means of pictures are so clearly demonstrated as in the booklet from M. H. Birge & Sons Company, Buffalo. Through the medium of clear-cut halftones are shown schemes of wall decoration that are artistic in the real sense of that abused word, while enough accessories have been included to show the styles of furniture that best harmonize with each arrangement. Text could add little to the effect produced by these forty-odd pictures, and such description as has been deemed absolutely necessary is wisely confined to a preface. The book bears the imprint of the Matthews-Northrup Works.

The Largest Paid-in-Advance Circulation in the World.

Among advertisers who know by experience the value of various mediums for reaching people who buy by mail, it is pretty generally known that the *largest paid-in-advance circulation in the world* is possessed by the papers of

THE VICKERY & HILL LIST

THE AMERICAN WOMAN

AND

GOOD STORIES

(Established 29 years.)

Rates are based upon the actual number of papers mailed monthly in single wrappers to people who have subscribed and paid for their papers.

Post office receipts prove circulation quantity; results prove circulation quality. Advertisers who have used these papers for years prove results are right by continuing to use them.

Test these papers for yourself. Send for specimen copies and rates.

THE VICKERY & HILL PUB. CO.,

AUGUSTA, ME.

C. D. COLMAN,
Flat Iron Bldg., New York.

E. H. BROWN,
Boyce Bldg., Chicago, Ill.

Sworn statement of circulation on file with Geo. P. Rowell & Co.

Largest Circulations.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading **PRINTERS' INK** will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamps in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.50, from which 5 per cent may be deducted for cash with order.

INDIANA.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Anderson.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Vincennes.

NEW JERSEY.

The *Advertiser's Guide*, Newark, is one of the only seven advertising publications that has credit for 5,000 copies. Sample free.

NORTH CAROLINA.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

The *Charlotte News* has the "highest actual average circulation rating, in figures, in the 1903 issue of the American Newspaper Directory of any daily in North Carolina."

OHIO.

The *Herald* has a higher circulation rating than is accorded to any other paper in Eaton.

The *Daily Vindicator* has a higher circulation rating than is accorded to any other paper in Youngstown.

TENNESSEE.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—**PRINTERS' INK**, July 23, 1903.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Galveston.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Nacogdoches.

WASHINGTON.

The *Sunday Ledger* and the *Weekly Ledger* have higher circulation ratings than are accorded to any other papers in Tacoma.

MANITOBA.

In Manitoba and the Canadian Northwest the *Manitoba Free Press* and the *Free Press Evening News Bulletin* has a higher circulation rating than is accorded to all the other daily papers combined, and the *Weekly Free Press* has a higher circulation rating than is accorded to any other weekly.

ONTARIO.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in London.

QUEBEC.

The *Family Herald* and *Weekly Star* has a higher circulation rating than is accorded to any other paper in Montreal.

NOTES.

THE advertising of Dr. G. W. Hilton, Lowell, Mass., is being placed by the Ben B. Hampton Company.

EDITORIAL features for the coming year of the *Twentieth Century Farmer*, Omaha, Neb., are outlined in a comprehensive folder illustrated with farm scenes.

T. J. CAREY & Co., of New York, have issued "The Pun Book," edited and arranged from the notebook of a learned pundit. It contains over 600 puns, bound in cloth.

THE Riker Drug Store, Sixth avenue and Twenty-third street, New York City, has taken on a line of magazine advertising. The business is being handled by the Ben B. Hampton Company.

A LITTLE book on the interesting subject of getting business comes from Edward C. Barroll, advertising writer, Farmington, Missouri. Brief, crisp paragraphs treat of "The Advertising Writer and the Man Who Pays Him," "How and Why He Gets the Business," "The Newspapers and the Other Things," and similar divisions of the subject. The arguments are forceful enough to overcome the indispensable capital "I."

THE newspaper business is now distinctly in the first rank among great modern enterprises. In Iowa, for example, the claim is made that the *Des Moines News* is the largest single customer of the Post Office Department in the State, even the great railroad corporations not excepted. The *News* paid \$15,679.25 for postage from October 1, 1902, to October 1, 1903, and this amount does not include letter or circular postage, or transportation of papers by express or by rail outside mail.

A DOZEN pretty girl canvassers will travel through Southern California to educate people in the use of beet sugar instead of cane, which is now the favorite. The young women will visit each house in certain districts, and are in the pay of Henry T. Oxnard, the Los Angeles Sugar King. Southern California is the heart of the beet sugar industry, according to the *Kansas City Journal*, but the people there eat 1,000 of cane sugar to each 100 pounds of beet. Mr. Oxnard proposes to change this state of affairs.

"THE Bump of Appreciation" is the title of a mailing card from James E. Shaw, printer, Buffalo. The arguments for tasteful printing are not bad, but the catchline has been illustrated by a crudely drawn human being with an abnormal "bump" of appreciation, and the effect is far from pleasing. In fact, few men will find anything in it that does not suggest pain and deformity. The creation of such monstrosities is a common sin of advertising artists who attempt humor, and the Little Schoolmaster considers it one to be avoided before all others.

They Work Like a Charm.

We used a trial order of your ink and found it O. K.
Make this barrel just like it.

HOUR, Norwalk, Conn.

Your inks are as good as any I have ever tried and
by far the best for the price. Your blue ink can't be
beaten.

R. T. GROVES, Tobinsport, Ind.

We are using your inks altogether now.

WOODFORD SUN, Versailles, Ky.

Your ink was the best we ever used.

VALLEY SPIRIT, Chambersburg, Pa.

This is our second order for your ink, as the first was
very satisfactory.

LEADER, Elk Point, S. Dak.

We have found your stock inks very good and use
them on all our work.

FISHER PAPER BOX CO., St. Paul, Minn.

The schedule freight rates, per 100 pounds, to the principal
points are as follows:

Philadelphia, Pa., . . .	18c	Nashville, Tenn., . . .	78c
Buffalo, N. Y., . . .	33c	Memphis, Tenn., . . .	85c
Pittsburg, Pa., . . .	39c	New Orleans, La., . . .	98c
Cleveland, Ohio, . . .	46c	Mobile, Ala., . . .	98c
Cincinnati, Ohio, . . .	57c	St. Paul, Minn., . . .	\$1 05
Chicago, Ill., . . .	65c	Kansas City, Mo., . . .	1 25
Louisville, Ky., . . .	65c	Denver, Colo., . . .	2 20
St. Louis, Mo., . . .	75c	San Francisco, Cal., . . .	2 84

By water route to Savannah, Ga., 28 cents
By water route to Galveston, Tex., 65 cents
By water and rail to Atlanta, Ga., 73 cents

In settling freight charges less than a hundred pounds is counted the same
as a full hundred. Additional pounds above one hundred are charged pro
rata. A hundred pounds of ink in a keg weigh 116 pounds, so one-sixth should
be added to the figures named for a hundred pounds. Freight will be prepaid
by me when a customer sends in the money for the purpose.

When my goods are not found as
represented, I offer no arguments, but
refund the money along with the cost of
transportation. Send for my new book
giving valuable hints for relieving troubles
in the pressroom.

Address

PRINTERS INK JONSON,
17 Spruce Street, New York.

**Other Trade Papers
brought results;
None compare
with Printers' Ink.**

"One day I thought of PRINTERS' INK, which I had read several years. Seemed as though it ought to reach enough proprietary people to make advertising worth while, so I asked advertising men of the drug journals what they thought of it. They had already secured our business, so perhaps they were honest in their replies. 'You might as well throw 10,000 dodgers in Broadway,' said they; 'you stand as good a chance of having one picked up by a proprietary manufacturer.' But we put a small ad in the classified columns of PRINTERS' INK, and it brought replies. We followed with small display ads. To date our expenditure in your paper has been less than \$50, and it has brought us more than \$12,000 worth of business. Last month we got an order for \$3,730 from the largest mail order house in Chicago. Our salesman had passed this firm's office a dozen times, never suspecting that they used tin boxes. The first sentence in their letter of inquiry was, 'We saw your ad in PRINTERS' INK.' To another PRINTERS' INK customer we recently shipped 1,494,695 boxes. Though all the trade papers we have used have brought us good results, none compares with PRINTERS' INK."—*Statement by Mr. Reiss, Advertising Manager American Stopper Co., 161 Water St., Brooklyn, N. Y., in PRINTERS' INK of October 14, 1903.*

Classified advertisements in PRINTERS' INK cost ten cents a line—count six words to a line. Contracts may be terminated any time. Address Business Manager PRINTERS' INK, 10 Spruce St., New York.